

THE UNIVERSITY STUDENT ISSUE

# MACLEAN'S

JUN.  
26th  
2006

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CANADA'S  
MAGAZINE  
OF THE  
YEAR

## STUDENTS GRADE THEIR SCHOOLS

More than 50,000 undergraduates and recent grads rate their academic experience. The result? Canada's universities could be doing a better job.

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**PLUS:** Peter C. Newman on Ken Thomson's eccentricities; and would someone please tell the defence minister we're at war?

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THIS WEEK

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COVER PHOTOGRAPH BY SCOTT ARNOLD/STOCK  
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**UPP JOURNAL UP:** Many are still, I feel, impressed with the post-surreptitious system.

## University students finally have their say

If you want to know how good a restaurant is, it helps to ask people who've eaten there. It's a simple concept that applies to all kinds of businesses and restaurants: customer satisfaction is a key element in judging quality. But Canada's universities have traditionally not been subject to that kind of scrutiny. The schools themselves generally know how well they score with students and alumni—practically every institution in the country polls extremely randomly selected students and we share it. But few have shared their results. This week, *Maclean's* changes all that.

Based on these major surveys—two of which were commissioned by universities themselves, and a third run exclusively for this magazine, *Maclean's* has gathered opinions and feedback from more than 54,000 undergraduate students and recent graduates. The result is the most comprehensive report card on undergraduate education, from the people at the best position to know. With this issue, we add another element to our unparalleled coverage of Canada's universities, and a new tool to complement our *University Rankings* issue published each November, and the annual *Maclean's Guide to Canadian Universities*.

A few schools refused to participate in this endeavour, and some were critical of our approach. Some quarrelled with the notion that universities should be ranked at all. But Maclean's was ultimately able to access information for most of those schools through

other means, with or without their co-operation. We felt it was important to do so because universities are public institutions, reliant on heavy taxpayer support, and their success is crucial to the strength of the nation. Primarily—and often publicly—university presidents confirm that the quality of student experience is their greatest concern. And students who shell out tens of thousands of dollars deserve to know that they are getting value for their investment.

In the 15 years since we published our first University Rankings issue, we've learned that Canadians are hungry for information about higher education. And well they should be. A person with a university degree can expect to earn about \$1 million more over a lifetime than someone with only high school. Choosing a university is a decision that will have an effect throughout the rest of a person's life.

In the past, we have largely judged quality by examining the resources each school has to offer: class size, budgets, library holdings, faculty qualifications, etc. While all of these factors is highly valuable, it's often how resources are used that makes the difference between a good school and a great one. The news that comes out of this project is that most students are generally satisfied with their education. But the picture suggests much room for improvement, especially at large, research-intensive universities, which generally scored lower than their smaller peers. We're confident the results we're presenting this week were worth the effort. We hope you agree. ■

## MACLEAN'S

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improves  
air quality  
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and find out  
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# 'I'll present the rats story to the next fool who complains about cats in the neighbourhood'



## ROUGH JUSTICE

IT WAS INTERESTING that you had two separate articles about two men held in prison in two different countries in what would seem at first glance to be very similar circumstances ("A most unlikely prisoner in a brutal place," *Corro*, and "Without charge, without trial, without hope," *National*, June 12). In the case of both Canadian photo-artist Ramon J. Salazar, now living held in Tulum, and Syrian-Iraqi Alan, imprisoned in Kirkpatrick, Ont., the circumstances are the same: no charges pending, no access to due legal process, and both governments believing that they are a threat to the state. The biggest difference? In Canada, Alan's plight is taken up by the son of a Canadian icon and championed by the national media with no concern about reprisal, while in Iran no media outlet would touch him, let alone his case without fear of suffering his fate. How would country I would rather live in.

D.G. L. Rice, Canmore, Alta.

I AM BOLD the courage of Alexander Trudeau for his appeal to establish security confidence in our government. Canada is advancing as good a case internationally to please the United States. No security can call itself a democracy in a civilisation without a

fair and just judicial system, otherwise our democracy is a lie. I urge all people of good will, who care about human rights, to write to their MPs to abolish this aberration in Canada. There should be no security without justice anywhere in the world.

Nathan Alonzi, Montreal

KNOWLEDGE A HEAD-ON CANADIAN RIGHT-WING against terrorism. We don't need CSIS or the RCMP to determine whether an individual is a terrorist or not. We can simply have Alexander Trudeau look those in the eyes and make the determination. What is really and is Trudeau's conscience that he did not see if Alonzi was a terrorist or not?

Gerald Fisher, Canmore, Alta.

TRUDEAU IS MAKING AN ERROR. However, Alonzi admitted lying to CSIS when he was first interviewed, and he would qualify as a subversion of justice. He also admitted to obscuring a file pursuant for one body else, and that is a crime under the Criminal Code. So even if not a Canadian citizen, why should we let him stay? We have no duty to take in all the dubious characters from countries where torture may occur. He allegedly brought his family in Saudi Arabia. Can't he go back there? When Trudeau says, "I did it

Hanna Alonzi at the end of the earth, I would have treated him," he sounds like George W. Bush, who looked into Vladimir Putin's eye and saw his soul.

Alonzi E. Revelling, Vancouver

## HERE, KITTY KITTY

THANKS FOR THE PRIMER on rns ("Second to keens and trying harder," *Nature*, June 12). I'm going to frame this article for presentation to the next fool who complains about house cat roaming freely in my neighbourhood.

Douglas L. Martin, Montreal

## QUICK FIXES FOR HUBBIES?

THE VERY CONCEPT of fixing husbands strikes me asinine, at best, and shockingly lacking in self-awareness at worst ("Pin your under-performing husband," *Help*, June 12). Men are anyone who thinks their life partner is just another man, that their partner is responsible for simply doing the work that way. A responsible partner is one who respects the other individual and doesn't automatically assume they're right and they're wrong. My profile now? Despite the do-over from *Real*, the perimeters have dropped on them, both of the marriages in this story are doomed.

Geri Gilmartin, Winnipeg

## WORTH 1,000 WORDS

BRING ON YOU for putting a 12-year-old Tessa ("Face of the week," *7 Days*, June 12), and smiling out on the beautiful face of the 14-year-old girl from 10616, who came second in the Scripps National Spelling Bee in Washington.

Diana Strougan, Edmonton

## CURING GLUTTONY

KINDS TO RESTRAINTS for making action against parental parents who order more than they are willing or able to eat ("Two these leftovers on your plate!" *Taste*, June 12). However, as our eating habits are being influenced more and more by our super-sized neighbours to the south, persuading individuals for not taking their meals when they eat out is only going to produce continued overeating and obesity. Instead, we need to take preventive measures by claiming the wonderful all-you-can-eat menu option and offering smaller portion sizes to guests.

Lauree Quares, Waterloo, Ont.

## PENNIES FROM HEAVEN

I AGREE that the dissemination of the message UNICEF donation been on Halloween is a slight children ("Red news," June 12). It is difficult enough for adults to feel they are affecting change with regard to the world's problems, but to talk about such an important contribution made by our youngsters seems to show a lack of heart. Three million dollars raised by kids can't nearly satisfy me. If our school administrators are having too much trouble raising and counting coins, would a better answer be for the parents and children to be provided with paper coins and simply roll the coins into a drum? I'll bet many families would be willing to contribute a little of their time. I mean, we're only talking about a very small child labour law. As for the safety issue of carrying money, most young children are taken around on Halloween night by a parent or guardian. Maybe UNICEF Canada should rethink this one.

Patricia Rutherford, Kingston, Ont.

THE NATIONAL TRADITION of trick-or-treat for UNICEF is alive and well despite the end of the buses and, with the enthusiastic participation of schools and families across the country, it will continue to go year to year. The tradition is one of kids helping kids every Halloween. We trust that Canadians understand the importance of trick-or-treat for UNICEF and will continue to help the children keep this tradition strong.

Barbara Strong, Director, Communications, UNICEF Canada, Toronto

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## MACLEAN'S WINS MAGAZINE OF THE YEAR



Maclean's received the Canadian magazine world's top distinction earlier this month at the National Magazine Awards Gala. The Prestigious Media Index every year is a publication that, over the course of 12 months, demonstrates "consistently high standards issue after issue in all aspects of editorial content."

According to Chairman and President, the awards foundation president and modern for of the three-judge panel that made the selection, "Maclean's came out a clear winner." For bringing the "helpful" content, Bellmedia described the magazine as "insightful, topical and meaningful — not just entertainment." The panelists, he added, also praised the magazine's red design, as reduced last November, which, he says, "complemented and highlighted the content without being overbearing."

This is the second time Maclean's has received the President's Medal. "We're honored to receive the award," says Kenneth

Whyte, editor-in-chief and publisher of Maclean's. "It speaks to the talent and hard work the editorial staff at Maclean's has committed to the magazine. It's particularly rewarding to receive the honour on our 20th anniversary year and after making a lot of changes to an already great magazine."

The magazine also picked up three other medals in the June 9 award ceremony, held at the iconic Art Deco Casino in Toronto. For "Cash flow," an investigative piece by regional newspaper last Jonathan Gershon, "Stalking Silent Killers," by former Maclean's editor-at-large Lisa Downes Johnston, and for "Lion's Country," a photo illustration by Frederick Anderson De Palma.

Gershon, senior editor Lauree Quares and columnist Paul Wells and Scott Jacobson each picked up honorable mentions, and freelance Christopher White, Denise Agate and Alan Pifer (in all, Maclean's received 10 nominations in eight categories.







## 'It may be possible to be a critical intellectual and an engaged politician, but you can't do both at the same time'

ACCLAIMED AUTHOR TIMOTHY GARTON ASH TALKS TO KENNETH WHYTE ABOUT EUROPE-U.S. TENSIONS AND HIS OLD FRIEND MICHAEL IGNATIEFF

**Q** What do you mean when you talk of the crisis of the West?

A: Mainly that the united West of the Cold War no longer exists. Europe and the United States have lost the common enemy of the Soviet Union. We are no longer one, we're several, and so we no longer know what the West is as a political reality.

Q: It's hard to argue that divided between America and Europe is a new crisis? There have been issues of alliance and affiliation. You can point to the Marshall Plan after the Second World War, and NATO solidarity more recently, as examples of successful co-operation between America and Europe, but there have always been points of difference and conflict, too, no?

A: I think the crisis of the West that we once saw over Iraq—and it still there—is different in kind from the family quarrels of the Cold War. Previously, there was a common enemy, the Red Army in the centre of Europe, that ultimately always pulled us back together again. A former British foreign secretary once wrote the height of the Iraq crisis, "Yes, it only we had bin Laden back." The so-called threat of terror, war on terror or whatever that means, does not have the same effect. If anything, it pulls us further apart.

Q: I don't want to diminish the real differences that exist over the war in Iraq, but even in the last decade, Europe and the United States have co-operated in a war in Kosovo, they have

co-operated through NATO in Afghanistan. As you mention in your book, a good part of Europe supports America's effort in Iraq. There is also fairly good co-operation at the moment between Europe and America on Iran. So, again, it is possible to see that crisis?

A: Yes, it is, and that co-operation comes from Robert Kaplan, "Americans are from Mars, Europeans are from Venus." What I demonstrate in the book is that quite a lot of Europeans are from Mars, including quite a lot of the French, quite a lot of the French, who have used military force much more often than the United States between the end of the Vietnam War and Sept. 11, 2001. On the other hand, quite a lot of Americans are from Venus, and Canadians are somewhere in between. So there is no clash of civilisation between the United States and Europe, that's a ridiculous proposition. But the partnership has to be reoriented, that's my point. It actually makes a strong case for strategic partnership, not just between the United States and the whole of the European Union but between the European Union and the whole of the English-speaking world. We face these great global challenges like the sustainability of the wider Middle East, like climate change, and we can only address them effectively together.

Q: Some of the most difficult tensions—where from an American point of view—is rooted in the unwillingness and inability of Europe to take upon itself the burden of fighting these violent forms of international terrorism. Even

when it came to fighting genocide in the Balkans, and the Taliban in Afghanistan, the U.S. carried much of the load. Isn't Washington always going to feel disgruntled as long as anybody is willing to do the heavy lifting?

A: Spot on. "We cannot expect the European Union to be either seriously or a strategic partner by the United States unless we do more. For our own security I mean, we spend a hard of genocide is going on in Darfur, and something close to genocide has been happening in the Congo, and it took the European Union more than a year to get 2,000 soldiers into the wrong part of Congo. That is truly shameful for a continent which claims some kind of moral superiority."

Q: In addition to analysing the differences and the sources of conflict between America and Europe, you also make a very strong, passionate argument that these differences can be overcome, in part, by relying around a shared mission to advance the cause of freedom in the world. What kind of freedom and how is it exportable?

A: The trouble is that at the moment we have two positions, a slightly crude version of exporting democracy from Washington, which is Iraq, look, going democracy is bad news, and on the other hand a Europe which hardly talks about democracy at all, although it has been a great democracy promoter to its neighbours. All those countries which threw off Communism and now want to join the European Union actually have been consolidated democracies, and the Iraq

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PHOTOGRAPHS BY RANDY ALLEN

And when we need a middle way which, by the way—and I say this quite seriously—I hope would elicit a Canadianism, which says, “Yes, it is in our interest to have a world of liberal democracy because liberal democracies are less likely to fight each other or be breeding grounds for terrorism, but it takes a long time to get there. Those liberal democracies will not all be carbon copies of the United States, and we have to be a bit more subtle in how we go about promoting democracy.”

**Q: So what kind of role can Canada play?**  
A: Well, I mean, look, throughout the modern Middle East—which is not correct, obviously—these nations are crying out for support for opposition movements, for end of slavery, for end of sex trafficking, for development programs. Soft stuff, you may say, but this stuff actually prepared the end of Communism in half of Europe. So I think Canadians as, if you like, honorary Europeans, can play a very important role in that kind of peaceful, long-term democracy promotion.

**Q: How do you promote freedom and democratic reforms in countries in the Middle East without being seen by forces of repression in those areas as cultural or political imperialism, or as an extension of the United States?**

A: The distinction and the same policy should still always regard us as agents of American imperialism—you can't do anything about that—but many, many important forces in these societies, parliamentarians, large parts of public opinion, are persuadable. They've got the difference between Dick Cheney and a Canadian NGO.

**Q: You are calling for governments to give more those ideas and protection, but also make schools. You're talking for a people's crusade. I know you probably won't like the word crusade, but is that an unfair characterization of your intention?**

A: I think we should avoid the word “crusade,” but you're absolutely right: This book is a plea for citizens to get involved in politics. The generation of my children, who are now in their early 30s, are deeply disillusioned with politics. This is not just typical, it's across all of politics. They think politics is a dirty business, it's corrupt, it's in the pockets of big business, and it doesn't make much difference anyway. And I think they could pay dearly for that.

**Q: That's an interesting point. It does seem that many young people who are politically active are involved in their own causes or work for the government or in various capacities, but we have political mistrust and cynicism for a reason, and it's dangerous to think that they serve no useful purpose.**

A: Exactly. That isn't such a thing as government by NGO. We live in a vision. Some have governments and courts and other institutions, and they can't let it run or they can be badly run, and people give up on them they'll be badly run.

**Q: When I first noticed you, you were working primarily as a reporter, behind the Iron Curtain. And then you became an academic, and now—if you don't mind me saying so—you're becoming something of an activist. Tell me about that journey.**

A: I'm a journalist and a professor. As Conor Cruise O'Brien put it, I have one foot in each world. And I think it's very important for academics occasionally to go to places and get their hands dirty and listen to ordinary people, and I think it's very important for journalists to have someone to reflect and read a few books and think, and I try and combine the two. What is new, in the latest book, is that you say this element of activism, of activities, but there's a very important line which I don't cross, which is to get involved in politics with a big “P.” I've never joined a political party and I wouldn't ever join a political party, and I don't think political intellectuals or political writers should get involved in the competition for power.

**Q: Wouldn't it be a good example for the younger generation, your own children?**

A: No, I don't think so, because I think they're very different roles. I think our job is to find the facts as far as we can and then to tell it straight. Apart from which, involved in democratic politics has to work with half truth—you know, the government got one side of the story, one half of the story, the opposition gets the other—and that's fine but it's a different business.

**Q: You must have run into our Michael Ignatieff at some point. He's made the leap.**

A: Michael is a very good friend of mine. I'm famous for this, I have to say, and I think he's a wonderful foreign minister of Canada, but I think he will encounter the difficulties many of my friends who were intellectuals and went into politics have encountered. I mean, to give an enormously disturbed example of someone who I saw again just yesterday, Viktor Yushko, great dissident political intellectual, he goes into politics and finds that he can't—no such can phrase—live it truth. You have to make compromises as what you say, you have to answer yourself, you have to tell half-truths, and above all you have to go on endlessly repeating yourself. That's not something I would enjoy doing. I think that at different stages in your life it may be possible to be a critical intellectual and to be an engaged politician, but you certainly can't do both at the same time.

**Q: Our last question: Canada is playing a**

more significant role in Afghanistan at the moment. The U.S. has pulled back somewhat and it looks like the Taliban is regrouping and that we may be dug in more seriously than we anticipated. What are the potential implications for American and European relations?

A: Well, with benefit of hindsight, it would have been infinitely better if we had responded to the Sept. 11 attacks by the war in Afghanistan and then had made a proper job of Afghanistan instead of marring off into Iraq, which was—with benefit of hindsight—an unnecessary war. Imagine a world in which we had spent the last five years with all the money—military, political and economic—of Europe and Canada and the United States trying to make a better place of Afghanistan. We'd be much better off there, we wouldn't be in the mess in Iraq, and we would be better placed to deal with the threat of a potential nuclear



**'The generation of my children think politics is a dirty business. They could pay dearly for that.'**

armed Iran. The danger now is we're going to have three failures on our hands instead of one success, which Afghanistan might have been, and also that many Muslims will see Afghanistan, Iraq and embarking upon a row of examples of a kind of Western neo-colonialism and anti-feminism, whereas if we'd done just Afghanistan, and made a good job of it, many, many modern Muslims would have accepted that as a legitimate action.

Twenty-Century Lecture in Toronto on June 26 ■

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# CLIMBING BACK ON HIS SOAPBOX

Rocco Galati won't let a couple of dead cats on his doorstep derail him

BY MICHAEL ENRODGLANDT • It was only after the first death threat Rocco Galati received. When your client list is a who's who of suspected Canadian terrorists, embassies and dead cats on the doorstep tend to come in bunches. But the brief message that landed in Galati's voicemail on Dec. 2, 2005—the one that said: “You a dead cat?”—seemed more sinister, more believable, than the run-of-the-mill note that usually fell his mailbox. In his eyes, at least, it was an “extremist” death threat—suspicious and planned by someone at CSIS or the CIA.

So rattled was Galati that he recommended appointing to his Toronto law office for a consulting appointment: he was, effectively, immediately dropping all his national security cases. The Italian immigrant who had gone from unknown no lawyer to the defender of choice for alleged Islamic extremists was calling it quits. “I’m out on the verge of a nervous breakdown,” he said. “I’m on the verge of a nervous breakdown.” It means so now in the culture that he came the role of a law firm in the city.

The whole thing started off typical Galati showmanship, another one of the top side-by-side by a magazine and right lawyer renewed for hyperbole and bravado. For years—especially after 9/11—he made a career out of offering agents a legal opinion on his company against “shady, dirty, Muslim Arabs.” Judges are “lazy.” Security agents are “liars.” The government “engages in racial institutional apartheid.” Not the words of someone you would expect to host an emotional farewell press conference.

But that's just what he did, receding clear of high-profile defendants—as promised—for nearly three years. Then came June 1, the first court appearance for 17 alleged terrorists rounded up in a mosque and the night before. At the centre of the crowd, facing a line of cameras, was Rocco Galati. “This is a show,” he said, pointing at the military cops lining the courthouse roof. “It’s triple time plus double time.” Inside, he gushed about the heavily armed guards hovering over the prisoners’ box. “I don’t feel safe,” he told the press of the press, “with an associate

been threatened to sue.” Torture, Racism Trial by media. In two short weeks, Galati has alleged it all. He even wanted his client’s upcoming brief hearing broadcast on live television. “I think it’s important that instead of the frenzy, the public see the actual allegations and evidence—not in the parking lot,

but in a courtroom where the actual evidence is going to be presented and tested,” he said.

That won’t happen, the court has imposed a sweeping publication ban. But don’t be surprised if Galati returns next week—and the week after that—with another unconventional demand. Because and, he says, times go by. In his breakthrough case in 1996, Galati became the first and only lawyer to overturn a national security certificate, the controversial process that allows Ottawa to detain foreign terror suspects on the basis of secret evidence. Representing Mohamed Jiblah, an Egyptian who snuck into Canada using a fake passport, Galati chafed away at the integrity of the two CSIS



RIO TALK: Galati is a priority-based quota machine.

written pointed in my direction.”

Like it or not, Galati is back.

“Why should I not be able to practice my profession and do what I’m trained to do in a so-called democracy?” he told Jiblah’s, his case on defense. “I’m trained to do what I’m trained to do.” He told Jiblah’s, his case on defense. “I’m trained to do what I’m trained to do.”

**TORTURE. RACISM. TRIAL BY MEDIA. IN TWO SHORT WEEKS, GALATI HAS ALREADY ALLEGED THEM ALL.**

“What do I do? Go to another country? I’m afraid what I do, and I chose to do this. I can’t see any other way.”

Though he represents only one suspect—Ahmed Mustafa Ghany, a 21-year-old graduate of McMaster University—Galati has quickly emerged as the defense table’s primary spokesman, a walking sound bite whose priority-based numbers are a direct-to-airing journalist’s dream.

agents who investigated his client. Under in some cases circumstances, one agent—a so-called specialist in Muslim terrorism—said he considered him to be an Amber country. A judge set Jiblah’s free.

Two years later, however, Galati was not in court. CSIS returned Jiblah’s, citing new evidence of his terrorist ties. Not his lawyer, convinced that Canada’s spy agency was depending on the same old proof—or lack thereof—agreed not to even address the allegations. Instead, he informed one of the courtrooms in protest of an “Abuse of Warrant” proceeding. He then filed the case. When Jiblah’s appealed the ruling, he placed his predicament in, advising a few things, Galati’s “business” advice.

This time around, Galati doesn’t appear to be going anywhere. He’s back at the news, and back in the bad books of a few anonymous strangers. “I’ve got a number of nasty calls on my phone,” he said. “I had someone dumped on the front drive of my house last Friday. That’s not the first time it happened.” And probably not the last. ■



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“I hope it helps. I hope that has the effect of making some people realize that even those who are considered to be among the most conservative scholars have these views. Canada is the last place in the world to practice Islam.”—Faisal Razi, vice-chairman of the Canadian Council on American-Islamic Relations, responding to a call by Iraq’s Shia Grand Ayatollah Ali al-Sistani, directing Muslims to protect Canada and respect its laws.



# BEST OF THE YEAR

At the 29th Annual National Magazine Foundation Awards Gala on June 9, 2006, MACLEAN'S was awarded the prestigious President's Medal by an esteemed panel of judges, according to the Foundation criteria of exemplifying “overall editorial excellence” by demonstrating “consistently high standards issue after issue in all aspects of editorial content” over the past 12 months. Of course, our readers knew all along.



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# THE DISNEY OF THE NEW AGE

**How the Cirque became a savvy conglomerate, but managed to stay strange**

**BY ROBERT ADAMS** • Guy Laliberté's mountaintop post in St. Denis, a distant suburb of Montreal, is a sprawling, exclusive domain with a private lake and vast gardens outlined by rows of tall, cane-stemmed trees. This is where the man who calls himself "The Guide" used to throw one of the year's most coveted parties, the *Cirque du Soleil's* Grand Prix weekend bash—and neighborhood boozing spectators recently forced him to find a more secluded location.

People who have scored an invitation to this revelry with the Cirque's founder and owner describe the experience in terms usually reserved for old Hollywood. The festivities have featured bands, exotic food and banquets with Robert De Niro, Sylvester Stallone and other celebrities and models. Former guests recall the giving of a South American hand of some gesture to *disobey* as a fit, only to meet next year the lake—a trademark Cirque du Soleil group, once smaller, smaller moon was already shining in the sky. With poplars, fire-crests, crows, cormorants, fortune tellers and acrobats on hand for the guests—who usually number up to 1,000—all would verify that Guy Laliberté is one genial, generous host.

Not to mention no-nonsense, pretty animal breakfast, then lunch, allow the sun to stretch over rows of guests. And the suggestion that the place has awareness with be useful women in urban outfits the do out, as does the absence of unbecomable sepiers (being centers and acrobats). Security has been tight, with that guests being asked to sign a confidentiality pledge before being welcomed in.

It is an art environment, in the summer of 1990, that a woman will call Michelle Rocco, then 25, an older playmate in a field line, that he said to play guitar in a new delivery rock band. The woman said he was successful, and moved to avoid the constant of the night. The new was George H.W. Bush, now a dead tree, then a certified motor car racing half, as he, a friend and guest of Laliberté—where known to his

south to Grand Prix races worldwide aboard his private Global Express executive jet.

But Laliberté's parties are not just a Cirque signature, and part of its creative lifestyle. They're also responsible for its good way to have fun, make friends, improve political persons. It was there, at that Grand Prix party in 1990, that an outlandish union was conceived: the May Taps from Liverpool, playing with the anti-workers from Lisa St. Paul. George Harrison seeing that the Cirque doing the Beatles would be a cool idea.

**WHEN A SMALL CLIQUE of acrobats, fire-eaters, pot-smoking clowns, jugglers and**

**IN MONTREAL, SNEERING AT THE 'NEW, CORPORATE' CIRQUE IS TRENDY IN YOUNG, LEFTY CIRCLES**



THEIR'S MORE to today's Cirque than clowns—there's 13 per cent actual growth

acrobats graced together around 1984, promising to convert the circus under the Cirque du Soleil's big top, the Beatles had long since faded out. But now, one, three, and a half million and more. And the Cirque has long since outgrown its original, nostalgic format to become, arguably, the world's finest growing, diversified live entertainment conglomerate. So, after years of negotiating with surviving Beatles, widows, lawyers and managers, put the 1980s and the Cirque in a proper bag, put in US\$150-million, and take off. What ever comes out has to be huge and crazy,

beautiful and popular, to keep up with the parents' assets. That is absolutely nothing low profile about the Cirque doing the Beatles," says Executive Champagne, the Montreal director who stopped and put the show together "I call it 'my impression' to tell myself into sleep at night."

Being impossible things, of course, what separates this circus from the roadside. A stage that weighs more than a locomotive, that can lift, sink, pivot and rise into an upright wall, was deemed impossible until the Cirque needed one for *Rio*, Robert Lopez's



THE CIRQUE'S soul is its ability to "come up with stuff nobody had ever dreamed of"

musical act epic new playgroup Las Vegas. A major work piece at the Mirage—the Vegas arena where the Beatles show, called *Lepo*, will present as a permanent feature with specially designed, US\$105-million theme in June. It suggests that the Cirque has now tried to not reinvent itself in the theatrical, musical and musical world.

"We knew it the next what we did not want," says Gilles St-Croix, founding member of the Cirque who has been with the Beatles since prior to inception. "It wouldn't be *Beatmania*, with look alike in sign, and it wouldn't be a Best Of compilation, and there wouldn't be a five minute standard-size tape on either on *Lepo* or the *Sly* with *Disco*, because anybody could come up with that." Instead, St-Croix says, "We told the Beatles through their lyrics. They've created a fabulous gallery of characters."

Here, though, Lady Madonna has become a pregnant black woman who tap danced in gymnastics leotards. South African style. And Cirque people boast that the project has produced "totally new music from the Beatles' 'Hallelujah'." We add there wouldn't use the Beatles' music everybody already has at home," St-Croix says. "We wouldn't remake the Beatles' music, of course, but we asked if they would let us finish a bit. We showed them a few examples if you take the drive line from Ringo's *Apple*'s closing number on the movie, and lay it under *Get Back*, it gives you a taste that

looks like never before. They liked the idea."

Beats producer George Martin and his son Giles liked an old master from the vaults. Then the digital thinking began—big time. Steppers, trunks, shirts, dresses or jackets from million to 150 original Beats songs were used takes—have been *Beatmania* a 90 minute soundtrack that's once only faithful and disconcertingly new. George

Harrison's voice as Wilton, his, Without the plays over the band and drum lines of *Remember Never Knows*, the opening of *Good Night* introduced Octopus's Garden, that huge, archaic, night show that opens *A Hard Day's Night* sounds all about, without the rest of the new following it. "We wanted it to be a performance again for the Beatles," says Glen Martin. "The idea was to try and make people listen again, as opposed to listening the songs for granted." So, nothing low profile in this venture—including the 2,000-seat theatre. Built in the mood, it has a stage that breaks into seven different platforms that move independently in an ever-changing configuration, and a sound system with no less than 6,300 speakers.

But the Beatles show means much more to the Cirque than just another MacMaster in Vegas (their fifth). The five years spent working on the extravaganza have shored up a sense of change for the organization, as it merged from a happy-go-lucky creative commune

into a streamlined, hard-core, for-profit and profit-wise conglomerate—Quebec's latest multinational corporation, and the Disney of the New Age. It's a period that was defined by mounting criticism and opposition from the outside, intense soul-searching over where the Cirque was heading on the inside, cost-cutting, restructuring and scrutiny over whether its central creative spark would survive the metamorphosis.

Butted spectators wouldn't have known about the funk, though. During the last four years, the Cirque gradually moved away from its traditional circus platform to create radically different *Revistas*. It created *Awowwey*, a ribald cabaret show in Vegas, launched *Corvus*, a state-of-the-art circus, and opened *Ko*, described by some critics as the most ambitious piece of theatrical work ever undertaken. The Cirque also tried its hand

LEFT TO RIGHT: CIRQUE DU SOLEIL'S TIGER; HILARIOUS CLOWN OF THE CIRQUE; A CIRCUS PERFORMER; THE CIRQUE'S NEW LINE OF WOMEN'SWEAR

as a touring arena concert. Bernat, Deleves, before bringing the Berles back to life. And it is currently preparing to conquer Asia, developing two permanent shows, both to open in 2008 in specially built theatres, one in Tokyo in partnership with Disney, and one planned to a casino being built by Saada in Macao. As well, the Cirque has its sights on permanent venues in London, New York and Miami. And it just announced a major deal to do its first residency when it's just done to the leaders. "We have our work cut out for the next seven or eight years," Laliberté says.

Indeed, a plot to build an off-Broadway venue in New York was derailed by zoning protests from neighbours who said the Cirque was an "egregious desecration." Plans to use the old Jackie Gleason Theatre in the Miami Beach area as a site for a permanent show initially also ran into stiff opposition. Even in Montreal, where Cirque du Soleil is a major source of civic pride, angering at the "most corporate" Cirque has become a trend among the younger crowd, artists and social activists. A billion-dollar project to redevelop a desolate part of the old port around a new casino and a Cirque theatre was opposed by activists protesting against building a gaming house next to an impoverished neighbourhood. Loco Locass, a local rap band, called the idea "a millionaire's fantasy." "Is entertainment all we can do in Quebec?" asked band member Julien. "Who calls building casinos and casinos progress?" In the spring, a bitter Laliberté lost patience and pulled the plug. "Creativity is a major natural resource in Quebec," he told *Maclean's*. "Unfortunately, this society seems unable to seize good opportunities when they arise."

DOMINIC CHAMPAGNE acknowledges that steering at the Cirque has become fashionable. "We've become big and successful, and that means 'suspect' to some, and thus we've

more exposed to criticism." Undoubtedly the criticism, though, has been fiercer than the "suspects" had taken over, choosing to attack the "executives." How? By inventing new rules and procedures to cut costs and save money—and more paper forms and legal documents for the creatives to fill, shuffle and file. Or by pushing new ways of making money. Why not build a Cirque-themed hotel chain?

## THE CIRQUE'S BELIEF THAT ITS MARKET HAD BEEN SATURATED LED TO A SERIOUS MISCALCULATION



66 THOUSAND STRAPLESS there were critics for Cirque's 10th anniversary, 2006 and perform there



Spas? Develop fashion lines? Malware?

Steer the team of the millennium, the Cirque has been growing by leaps and bounds. In the process it became a major managerial challenge, with 1,500 employees producing 150 shows—seven of them travelling constantly on four continents. Several of its key people acknowledge that, under stress to keep up with an annual growth rate of 15 per cent, the Cirque was in danger of losing touch with its soul. "We have known a difficult period," says François Morin, a former chairman of Talair Canada, now an executive with the Cirque. "The atmosphere was not good. People were asking themselves questions, they were getting too much information into the management of the organization."

The Cirque's soul is its creativity—"our ability to start from scratch, from a white page, all we've come up with stuff nobody had ever dreamed of before," Gilles St-Onge says. "And then to risk it, and find ways to make it happen, and for the public to go 'Wow!' There were times, like 2000-2001, when people wondered 'what came first: is our show business, the show or the business?' That perception resulted in part from the fact that with expansion, the Cirque also grew to include 21 vice-presidents, says Jacques Bernat, another senior executive dating from the early days. "They're all very sharp in their specialties, and these guys are very good with the PowerPoint. They can be real persuaders. I think the executives felt somewhat overwhelmed or pushed aside."

Premiere over the turmoil was Laliberté, announced in the week of the 10th by *Forbes* magazine. The witty, small-framed former fire-fighting trump has aged into an enigmatic 46-year-old man with a shaved head, cross-arched accent in both French and English, and a fabulous lifestyle. Cirque people are in awe of his guru. "Guy's not the man to write 10-page analytical memos. His diagnoses are spontaneous, intuitive, intuitive and visionary," says Jacques Bernat. "He's always on the money, because he separates both sides: he understands the business of what the public wants, and he knows what it like to be an artist."

So the Cirque put his foot down a few years back. Creativity shall always rule at the Cirque, Laliberté proclaimed. But it shall do so with a strong, solid, forward-looking corporate framework, one equipped with a profit-wise, five-year business plan. To help make this happen, Laliberté gave Bernat the corporate mandate of getting the "managing us" side of the business.

"A millionaires that have 1,500 persons worldwide, many of them artists who travel constantly, needs a solid organization," Bernat says. "The rules and procedures are a



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danger an creativity. So, we do have synergies here." Then, his came to job title, senior vice-president, creative synergy. "We had to tell the creative kids, you need strong management, none of you guys is able to run 13 shows in four continents. But then, we had to remind legal, finance or marketing that they wouldn't have much left to manage in the future if the creative were killed."

The answer? "We have a business plan, a fair number of lawyers and M&A running the joint," Macdonald says. "But there also exists an informal, ad hoc creative network that meets at the cafeteria or God knows where else, and that can make very important decisions—always based on the crafts related to it in a mutual, in consensus? Well, in a mutually creative synergy thing, at work. "We'll be like that," Macdonald concludes, "we'll be like Disney or any other company, really."

Over why all the fun is in this place? The Cirque thing? It's just pushed, and that's its market-based circumstance. "This year, we thought we had reached maturity, and that Las Vegas was the only market that could absorb our big, permanent shows," says David Lussier, the soft-spoken president. "So we started thinking elsewhere to diversify our sources of growth and revenue. We also

## RENAUD TOLD MANAGERS THEY WOULDN'T HAVE MUCH TO MANAGE IF THE 'CREATIVES' WERE STIFLED

had to bring costs in line, because they were growing faster than the revenues, which is never a good thing."

But, Lussier says, they were going to work on their key premise. One big global trend nowadays, he points out, is to create so-called "dislocations." And every city, country or developer that thinks of creating a destination thinks of the Cirque du Soleil to emulate it. As a result, Lussier says, the Cirque decided to "refocus the whole organization back on our core activity, which is to develop new, creative, high end, live entertainment." This was, he adds, "a momentous re-centering." Deep sigh of relief and creatives. End of funk at the Cirque, as it speaks.

So, what about the plans for Cirque headquarters and other staff? They're still on, apparently, but on a much smaller track. A dozen officials called "Experiences," but commonly referred to as "Lifestyle" by locals, employ 30 people in Montreal, and looking for "platforms outside of show business where Cirque-style creativity can be applied," says Cirque spokesperson Renee-Gisèle Maréchal. A new line of merchandise will be launched in the fall, inspired by the Cirque experience and created by Montreal designer Delia Sanguin. Cirque recently agreed to provide entertainment



NO STANDARD ISSUE: Leap in the Sky troupe members. (Anybody could come up with that!

around Celebrity cruise ships. "We're into this only because Guy is into it," one senior producer told Macdonald. "That's his way—the same courage, battle, yes, this sort of thing."

BUT ABOUT FIRM THAT, the Cirque is back on top of its real game: producing one-of-a-kind, large-scale entertainment with a cutting edge. Foreigners with loads of cash are beating a path to its headquarters near a former

dump in north-east Montreal, begging the Cirque to dance with them. And if local talent think the Cirque has gone commercial, these

prospective partners experience the opposite feeling. "They're a little fed up at first, because making money isn't our top priority," Lussier says. "I don't think that comes first. First, we look at the creative challenge. It has to be there—we wouldn't go to a meeting to show them a different market." Next, "We need a time of co-sleeping to see if there are affinities, a good fit. If there isn't, we say no."

The Cirque looks at various aspects in its partners, Lussier says: social gallery, the causes they support, how much they're prepared to give back to the community. "The Cirque is committed to give one per cent of total revenue to charities and good causes. That's a full five per cent of our net profit. We expect our partners to do likewise." That sum goes a percentage of 20 per cent for the Cirque, an revenues last year of between \$150 and \$600 million. That means roughly \$15

million a year earmarked for good causes—and a net profit of around \$110 million. Lussier says to put one of that profit—that would be \$11 million—in redistributed to employees as a bonus, and most of the rest is invested in future productions. "What even's left is to buy gas for Lallibert's bus rental and his own Martin, one of the eight fiascos he is used to keep in Montreal."

So the Cirque is back in shape, with big plans and new up to date in coming in through the windows to party forever. What's next? "Permanence"—permanence, duration—in the big thing now for Lallibert's hand-crafted plans of creative types. "Creativity cannot be taken for granted," Renaud says. "It must be nurtured. It used to be that we were a team of artists, and we developed all our shows ourselves. Now, we have become a company that can be applied to several show formats, a platform to which the best creators, the best directors are invited from the outside." The big thing is to create a checklist, road maps, a framework of what constitutes a Cirque signature, Renaud says. "One that can be applied to any project, so that we can show to our creator saying, here's the framework for you to exercise your freedom on."

Guy Laliberté has a habit of view of where the Cirque will be 10 years from now. "We are, essentially, managers of good men and warriors of hope," he said in a recent interview. "The Cirque's objective will remain the same: communicate the place with good creative projects that suggest reasons to hope." ■

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## ENGLAND: FARM AGENCY'S BARNYARD BEHAVIOR

The Rural Payments Agency, which administers farm subsidies, has been exposed in a series of disarraying 2004 claims from one staffer and devoted another and ended allegations of staff leaving labels from filing cabinets, having sex in washrooms, holding breakfasts and conferring in the car. Playmen was so rife one worker complained, "There were so many notices and signs not to leave or even sit on the walls that you felt you had to."



ENGLAND: FARM AGENCY'S BARNYARD BEHAVIOR



LOD THOMSON of Fleet, Young Ken, a press force in a category of one

# GOODBYE TO A GENTLE GIANT

**'It's very difficult to live a simple life and love your dog as I do'**

BY PETER C. BORMAN

Lord Thomson of Fleet, of Northbridge in the city of Edinburgh—better known as Young Ken—belonged to a category of one. When he died suddenly last week, he was the last of his kind: a self-made, 34-year-old, dedicated to the pursuit of abundance, and passionate to a point beyond that.

He turned a self-interest into an art form.

And yet, *Forbes* magazine's most recent global wealthiest ranked him as the world's ninth richest individual and the wealthiest Canadian. But unlike the worldly paladins listed along with him, who paraded their riches and flowed their power to prove they were in no way ordinary, Thomson cultivated the image of a simple, even eccentric, smiling kindly north of the forty line.

He seemed to think that took the crest of his first heart attack to shed his self-imposed constraints. When they passed his record as arguably his greatest achievement—his successful business career—not to mention his achievement as this country's pre-eminent

an collector and public gallery benefactor—the shiny writers began to view the gentle giant in a new light. What those off as many observers, myself included, was the way he shranked through life, his limb movements a study in awkwardness, his preoccupations the flower of rapid wealth.

In fact, he was very much his own man and it was the power and the money he accumulated that allowed him that luxury. The mundane newspaper chair he reclined, which he turned into a powerful electronic information source, swayed about him, throwing off more than \$1 million per day (including Sunday) into his personal dividend account at Woodbridge Co. Ltd., his private holding company. The accounts he looked at, and his advisers put together employed 40,000 people in 45 countries. The conglomerate had been expanding at the rate of four corporate takeovers per month, with many more deals to come. (Only Woodbridge's investment in the CTV network and the *Globe* and *Mail* reversed of the traditional technology that had once dominated the firm.)

Completely shy of personal publicity and seldom interviewed, Thomson spent little money on himself and divulged few clues to his private thoughts or personal motivations. He left no controls. "The lowest profile," he told me, "is the way to have. The success that those who have more than anybody else can do is not to flaunt it. It's assumed and it's a terrible bad taste. Everybody has their own way of doing things. It's all a matter of temperament. A lot of people who make money just spend it. If it's very difficult to live a simple life and know your dog as much as I do, I spend as much time as I can with my family, watching a fair bit of television. I like to get in my car and fill it up with gas. So if you sold up running the business with all the personal things I do, there's not an awful lot of time and energy left after that. I am as happy as can be."

Working for Ken Thomson wasn't a matter of laughs. But the occasional practical joke could go a long way. On Thomson's fifth birthday, Ray Magray, then publisher of the *Globe*, put together a special one-copy issue of the paper, which was substituted on his desktop for the real thing early in the morning. It featured a full page with Ken's picture on it and several funny stories about Ken. His dog "That morning, Ray phoned me, 'Magray here, I'm calling,' and said, 'What are you doing, you mean?' He frequently referred to me as a nut—and I admitted he had been stupid, because for a split second he thought I really was that day's *Globe*. It was a cute thing to do," he said. Then added, "I hope it didn't cost too much!"

Over the years, I interviewed Young Ken and several other members of the Thomson family often enough to concede that his character was formed by the unfolding Bay of Plenty of North Ontario where he grew up. "We were raised on the principle that you kept yourself to yourself and that only the members of your close family were your true friends," recalled his most Sherry boyhood, who shared his childhood with Ken. "You played it close to your chest and believed that only with family could you let your hair down. Ken took it a step further. He got to the point where he didn't let his hair down with anybody."

For a time, the household included not only Ken Thomson, the ruling patriarch, but also Ken, his sister Mary (Sherry's mother) and many of Ray's grandchildren. It was not according to stern, practical precepts. "Granddad loved us very much," Sherry confided, "but the affection was always very gray." It was a warmth, didn't come from

love. Public elevation ran up to the 24th floor, but only the 19th, pre-screened and thoroughly vetted for writers were allowed into the private domain that ascended to the 27th level, shared by Ken Thomson, his secretary and his chief adviser, but the innovative John Tey, more recently, the super efficient Geoffrey Burt. It was Tey who set down the imaginative parameters of the current Thomson empire, but Ken



## THOMSON CONFESSED 'I SPEND AS MUCH TIME AS I CAN WITH MY FAMILY, WATCHING A FAIR BIT OF TELEVISION'

told him to make it real.

Thomson's spacious office housed the core of his art collection, including many of the best examples by his favorite painter, the Dutch Canadian artist Garretts. Ken kept his art collection in a disheveled room. One time he

is just a synopsis for reality. And you realize at the same instant that the reason Thomson newspapers are blind is that they are led by the blind."

The Thomson operational code had been set by Ray but he'd actually changed much under Ken. Superstars did not receive the copious of their own newspapers, and most positions carried fluid salary limits, so that anyone performing really well would invariably make himself or herself out of a job. Thomson papers used their usual printing page rates to farmers in chicken coop co-ops, and Canadian Press printers were adjusted from triple to double spacing to save paper.

The last evidence of Thomson's success in perpetuating his anonymity was that most Canadians, even fully sophisticated businessmen, never stopped thinking of him as the possible and untold inheritor of the publishing empire built up by his father. Ken "I'm not going any more, but I don't really mind being called 'Young Ken,'" he once explained to me. "My dad was such an unusual individual that nobody can expect to be anywhere near a carbon copy of him. He handled his ambition in a single dimension and everything else flowed from that." Still, during his career, Ken had built his father's business empire from annual revenues of \$725 million in 1976, when he took over, to



WITH HIS SISTER and Father Ray in 1970 and, above, his son, David, an ascending Bay of Plenty of rays in Ontario

came kind of family, so that signs of affection came out almost by accident, as well as "the remembered her mother being looked out by Ray if he wanted home after midnight. At that point I was no teenager but well into her thirties, divorced, with a nine-year-old daughter, and doing again. Luckily the family had German shepherds and a stable period had been set for them into the room door. I was a dancing partner still really having to push her, and all that, through the dog door after their goodnight. They could only do that in the summer," according to Sherry, "because at other seasons, the ground got too wet. When I became a very young I was locked out by my own fear of rain, and had to drink up the rain."

Down that crumbly staircase that was Ken's office, on the top floor of the Thomson Building in downtown Toronto, was designed to be a verified, barely accessible

driving to about Ken's office, when he confided to me that another of his colored heres was a somewhat less colored area in a very different discipline. Clarence Eugene "Hank" Snow, the Nova Scotia-born country singer Thomson regularly saw Hank at the Grand Ole Opry in Nashville, owned all his records, had been in his house in Tennessee, and presented him with a gold Hamilton pocket watch that had been a family heirloom.

Ken Thomson was a functionally devoted man, but he was much more than that—and despite his pass as the ultimate success, his self-insurance could be devastating. For instance, he readily conceded in 1980 that "there is a limit to how many papers one man, or company, should own," insisting that his own firm had to go to such "moderation." "We will know ourselves if and when we do," he murmured the dubious commissioners as the royal commission on news



\$10 billion when he died. The equity value of the company the family controlled sky rocketed from less than \$1 billion to around \$10 billion. Another of the ironies from his father was the attitude that while making money was holy, spending it was evil.

The philosophy of the original Lord Thomson was that he wouldn't have to pay extra on his economy flights across the Atlantic, going to work on London's underground, or living up for expensive lunches, created a cancer rank that somehow took the hard edge off the take-no-prisoners benevolence. During Thomson's 1982 encounter with Niall Howard where the banker decisively asked what use his money was to him, "You can't take it with you," Howard reminded him. "The'n," shot back the proud lord, "I'm not going."

Like his father, young Ken hated to spend money. Murray Barnes, a Toronto marketing executive who knew him, was shopping at a Loblaw supermarket when he heard a shout, "Murray! Murray!" and saw Thomson looking up at him. As he reached the side of Canada's richest man, it was obvious that Thomson could hardly contain himself. "Look it," he exclaimed, "looker this. They have hamburger beef on special today. Only 19¢. You must get some." Barnes looked in the

meat aisle to find, but the messenger had never orders to bring back the original gift. "I agree with my father that you should use only a small portion of your money on yourself and that you have some kind of obligation to do something useful with the balance," said Ken, explaining his unusual thrift.



When Howard asked Ken Thomson's death last week, I vividly remembered a private tour of his office he gave me one rainy September afternoon to see his special objects d'art. They included Michelangelo's only wood carving, and stunning bronze and ivory statues. Their recurring theme was death. There were any number of realistically carved (or real) skulls, including that of a sleeping child using a skull as a pillow, the tableau of a starving wolf being strangled by a skeleton, and a pair of dead skulls draped to reveal a miniature Adam and Eve on one side and the Crucifixion on the other. The collection's most gruesome objects were ship models fashioned by French prisoners at British jails during the Napoleonic wars. They served to keep themselves from going insane, but their designs contained few tools or materials, so most of the hulls were fashioned out of the bones of their own dead, the rigging headed out of their hair. Viewing Young Ken's meagre collection made the office feel chilly.

Now that this is dead, it will be the turn of his sons, David and Peter, to become keepers of the family flame. I've never met Peter but David I know, and he's a very special person. He lives on imitation. His dedication to art is total but it isn't flesh and feelings and heightens his cerebral sense of

discovery. He could flake out because he's not merely thin-skinned—in terms of his personal interactions, he is so thin. If he makes the effort and connects intellectually with the corporate behemoth he has inherited,

he could lead it into unpredictable directions and endow its assets. When I mentioned the subject of succession to David during one of our conversations, he quoted the maxim of Meyer Guggenheim, the Swiss-born American industrialist who successfully maintained a long-running family dynasty by handing each of his sons a stick and asking them to break it. Each did. He then gave the boys a bundle of sticks, which none of them could break.

"Stand alone, and you will be broken," the father told them. "Stand together and no one will break you." That will be their test, as Young David and Young Peter step into Young Ken's austere mansion. ■

#### THOMSON WAS EQUALLY ADEPT AT BUILDING AN ART COLLECTION AND FINDING SUPERMARKET SPECIALS FOR BUNS

"He thought the most beautiful thing you could do with money was to invest it, and so do I."

Ray Thomson died on Aug. 4, 2006, and Young Ken suddenly found himself in charge. His father had passed away before his sons, because the younger Thomson was not ready to take over, and too late, because Ken was 82 years old by this time and had spent most of his sick life not wanting anything but mostly just following his father, a tacit step behind, like a ceremonial version of a spoiled Prince Philip.



**NATIONWIDE CALL GETS BIG-LINGUED GIRL A PRIZE**  
Catherine Bowler, 14, has won The Polley Martinson Youngling Competition in Phoenix. Ms. Bowler has been practicing for several years, ever since hearing yodelers perform on a family trip. The contest is named for the late performer, whose hit was I Want to Be a Cowboy's Sweetheart. Although yodeling may seem an esoteric talent in the 21st age, one beguiled student at Bowler's school has asked her to record a cellphone ring tone for him.

# University students grade their schools 2006

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DESPITE a belief that the worst profile is the very best to have, Thomson became Canada's pre-eminent art collector

belief at Thomson's shopping cart, and run enough, there were six packages of beer headed for freezing against a rainy day. On the same day he spent \$60 million on a corporate takeover, Thomson phoned Greg Cohen, then the Canadian head of McDonald's, and asked him for a soy Roselli McDonald's sandwich. Cohen sent him one of the plastic sandwiches (well, mostly for external presentation), but the very next day Thomson's secretary was on the phone, claiming the sandwich had gained four pounds over the past day and asking where his brother could get it fixed. Cohen ordered another



# No, this time we'll test you

**In three national surveys, 54,000 students and graduates were asked to assess their universities. They've given the schools some homework.**

**BY TERRY KILMER** • Before the decade is out, around three-quarters of a million young Canadians will enroll as undergraduates at one of Canada's universities. Simply at choosing to go to university, they are making one of the most important decisions possible. And choosing where to go to university is a decision they deserve to be able to make with as much knowledge as possible.

Each fall, Maclean's publishes its annual University Rankings issue. It is all about looking at the quality of a university's undergraduate programs, based on measurable, objective criteria: budget, class size, average entering grades, library size, and so on. Earlier this year, we decided to create another annual issue that would approach the same topic, but from a completely different direction: instead of telling students what to think, why not ask what they think?

Let the experts—those at making or recently graduated from university—speak to the quality of their experience.

On the pages that follow are the most complete university student satisfaction studies that have ever been made public. Much of this information has long been well known to senior academic administrators. And as you will read elsewhere in this issue (please see "Climbing up the learning curve" on page 43 and "Whom everybody knows your name") page 46), the data from these surveys has opened university leaders to take steps to improve undergraduate education. But university administrators have been so concerned by these

results in Canada that have been ignored of them. Most of the data in the accompanying tables have never before been released to the public.

And these results? Broadly speaking, they show that students at small, primarily undergraduate universities are generally more satisfied than their peers at larger institutions, among them some very prestigious universities. They also show many of those large Canadian universities underperforming their American peers.

At the same time, however, the results also show that though many large institutions did poorly on measures of student satisfaction, some did extremely well—raising questions as to why they outperformed, and what they are doing differently than their peers.

The surveys show that students on the whole are more satisfied than not with their university education.

**STUDENTS AT SMALL, UNDERGRADUATE UNIVERSITIES ARE GENERALLY MORE SATISFIED THAN THEIR PEERS AT BIG INSTITUTIONS**

For all institutions, the two possible positive responses—such as "excellent" and "good," or "agree strongly" and "agree"—were chosen by survey takers more often than the possible negative responses. The

interesting difference between universities that received a high number of "excellent" or "agree strongly" responses, and those where few students were willing to offer the strongest level of support.

The results all point to two long-standing sources of concern among some observers of Canada's universities: a crisis in undergraduate teaching is not sufficiently solved

**THIS WILL BE ON THE EXAM:** Turn this page to find out how your university did

PHOTOGRAPH BY PETER BRIDGMAN/LEAH 3



## CANADIAN UNDERGRADUATE SURVEY CONSORTIUM (CUSC)

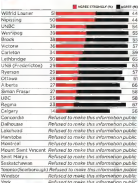
Universities participating in CUSC sent an extensive questionnaire to a random sampling of 1,000 undergraduates, asking for feedback on everything from academics to support services to campus safety. The CUSC results show a strong relationship between school size and satisfaction—with students at smaller schools generally more satisfied than their large school peers.



### HOW SATISFIED ARE YOU WITH THE OVERALL QUALITY OF THE EDUCATION YOU HAVE RECEIVED AT THIS UNIVERSITY?



### I AM SATISFIED WITH MY DECISION TO ATTEND THIS UNIVERSITY.



**MORE STUDY REQUIRED:** Why are students at smaller schools so satisfied, and others not?

of students attending large research universities answered "agree strongly."

A similar big school/small school split was in evidence when CUSC asked students to respond to the statement, "I am satisfied with my decision to attend this university." At small undergraduate universities, 59 per cent agreed strongly, compared to only 25 per cent at large research universities taking part in CUSC. And nearly twice as many students at large schools disagreed or strongly disagreed with the statement.

When asked about their "satisfaction with overall quality of education," there was, again, a split. Among students at small undergraduate universities, 58 per cent indicated the highest level of satisfaction—double the percentage at large research universities. Similarly, the percentage indicating that they were dissatisfied or very dissatisfied with their overall education was almost twice as high among big school students.

The data presented in the tables on these

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MACLEAN'S



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pages are drawn from three sources: CUSC, the National Survey of Student Engagement (NSSE), and the Maclean's University Graduate Survey. All are scientific surveys, whose respondents were randomly selected from a sample representative of the underlying undergraduate population.

The first two surveys were administered by the universities. NSSE, an American survey that is growing number of Canadian universities are taking part in, examines a random sample of first-year and senior-year undergraduates from each participating

institution. Fewer Canadian universities took part in the 2004 NSSE; eight others took part in 2005 and two participated in both. For each Canadian school, the NSSE data presented are for the most recent available years.

Because NSSE is an American survey, and as a basis of comparison, we have also included the results for a group of American peer universities. These are members of the Association of American Universities Data Exchange (AAUDE). They are significant, publicly funded American institutions. Mem-

bers of the AAUDE taking part in NSSE 2004 were Indiana University Bloomington, Ohio State University, the University of Illinois-Urbana Champaign, the University of Kansas, the University of Missouri-Columbia, the University of Nebraska-Lincoln, the University of Pittsburgh, the University of Texas at Austin and the University of Wisconsin-Madison.

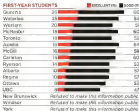
CUSC is a Canada-only survey, and in 2005 it drew from a random sample of all undergrads at each participating university. Results presented are for the 2004 CUSC, in which 28 universities took part, 27 of which

## NATIONAL SURVEY OF STUDENT ENGAGEMENT (NSSE)

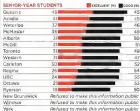
Many Canadian universities taking part in NSSE requested that an additional 10 questions be put to their undergraduates. Two questions, featured below, asked students to evaluate the quality of teaching in their first-year and senior-year courses. No comparison to peer American universities is offered, as their surveys did not include these questions.



**OVERALL, HOW WOULD YOU RATE THE QUALITY OF INSTRUCTION IN THE FIRST- AND SECOND-YEAR COURSES YOU'VE TAKEN AT THIS UNIVERSITY?**



**OVERALL, HOW WOULD YOU RATE THE QUALITY OF INSTRUCTION IN THE THIRD- AND FOURTH-YEAR COURSES YOU'VE TAKEN AT THIS UNIVERSITY?**



Note: Quebec and Calgary did not include this question in their survey.

## READING THE CHARTS

Universities are listed in descending order, according to the percentage of survey participants who choose the highest level of satisfaction when responding, for example, "excellent."

The NSSE and CUSC surveys include hundreds of questions, so we have published seven from NSSE and three from CUSC that are the most tested and sensitive to student attitudes. The Maclean's University Graduate Survey asked participants eight questions, for reasons of space, only three are included here. For a full listing of the remaining Maclean's University Graduate Survey charts, as well as data from our 2004 grad survey, please visit our website at [www.mackenzies.ca/university](http://www.mackenzies.ca/university).

Through provincial access to information legislation, Maclean's has requested NSSE and CUSC data from universities that have refused to make this information public. Maclean's will publish this data when it is released.

11:30 pm

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\*Source: 1700s the leading national index

meet the criteria for inclusion in Maclean's annual university rankings. The results for those 27 institutions are featured here (including, as with NSSE, the names of institutions that took part in the survey but have yet to make their information public).

The Maclean's University Graduate Survey examined the opinions of a random sample of university students who completed their undergraduate degrees in 2001, 2003 or 2004. Universities contacted their graduates by email or mail, inviting them to take part. Nearly 15,000 did.

NSSE, CUSC and the Maclean's surveys are not directly comparable. That is why we have presented the results separately, rather than combining them. The people who took part are different (graduates in the Maclean's survey, current students in CUSC and NSSE), and the surveys' purposes are not exactly the same. Most of the questions asked on NSSE are an attempt to find out how students are



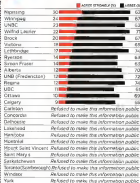
RESEARCH PROJECT: Figuring out how research and teaching can work together

### CANADIAN UNDERGRADUATE SURVEY CONSORTIUM (CUSC)

In the 2008 CUSC questionnaire, 12,783 undergraduates took the opportunity to state their opinion on important aspects of the learning environment, including quality of teaching.



GENERALLY, I AM SATISFIED WITH THE QUALITY OF TEACHING I HAVE RECEIVED.

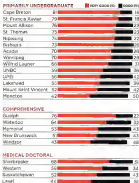


### MACLEAN'S UNIVERSITY GRADUATE SURVEY

Twenty-three universities took part in the 2008 Maclean's University Graduate Survey, but 24 declined, including 16 in the Comprehensive category and 11 in the Medical Doctoral.



HOW WOULD YOU RATE YOUR ENTIRE EDUCATIONAL EXPERIENCE AT THIS UNIVERSITY?

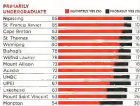


## MACLEAN'S UNIVERSITY GRADUATE SURVEY

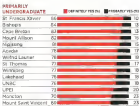
Maclean's survey results are grouped according to categories from Maclean's annual university rankings. Medical Doctoral institutions offer undergraduate education, and highest-ranked graduate programs and research, including medical schools. Comprehensive offer a range of undergraduate and grad programs. Primarily Undergraduate institutions focus on undergraduate education.



### WOULD YOU RECOMMEND THIS UNIVERSITY TO A FRIEND OR RELATIVE INTERESTED IN A SIMILAR COURSE OF STUDY?



### THINKING BACK ON YOUR TIME AT UNIVERSITY, DO YOU FEEL THAT THIS EXPERIENCE WAS OF SIGNIFICANT BENEFIT TO YOUR LIFE TODAY?



spending their time and how "engaged" they are with their schools, the professors and their peers. It's mostly about asking students what they feel about — not how they feel about it.

CLISC actually looks at detailed aspects of the student experience, though it does ask students to not merely say what they did, but to say how satisfied they were, and where they would like to see improvement. The Maclean's survey is a shorter survey, asking grads to evaluate their university by answering a series of broad, summative questions.

There are, however, several questions on NSSE, CLISC and the Maclean's survey that are broadly similar, asking survey-takers to assess their university experience. Those

are the questions presented here.

Nearly every ranked university in Canada is represented on these pages. Three out of 47 universities ranked as the full Maclean's rankings are absent: Trent, Laurentian and York. All three declined to take part in the Maclean's survey, and as they declined to take part in CLISC 2005 or the independent NSSE, there is no data available for them.

Several other universities have taken part in CLISC and/or NSSE related to discuss their results. The most significant of these is York. Canada's third-largest university, with 45,000 undergraduate students, participated in both CLISC and NSSE but has yet to make its results public.

In the case of all universities that declined to make their results public, Maclean's did request some other provision of access to information laws, as the university's own internal rules before governing information disclosure. Much of the data on these pages was reorganized in that manner. And Maclean's will be continuing to pursue all of the missing information through appropriate legal channels, and will be publishing data from those universities once it is made available. ■

#### ON THE WEB

For additional charts from the Maclean's University Graduate Survey as well as data from the 2004 survey, please visit our website at [www.macleans.ca/university](http://www.macleans.ca/university). Also on our website is the new University Research Tool Sort through data from the 2004 university rankings, checking criteria of most interest to you.

# How we got these survey results

At some schools, all we had to do was ask. Others were less forthcoming.

In February, when Maclean's editors began to lay the groundwork for this issue, the intention was to make the Maclean's University Graduate Survey a centerpiece. That plan hit a hurdle when several large Canadian universities declined to participate. Their withdrawal spiked a number of others to follow suit. University officials gave a variety of reasons for not participating: allegedly flawed methodology, concern that the participation rate in a similar study in 2004 was too low, time constraints, survey fatigue. Others said they were in favour of the Maclean's survey in principle — but had previously lobbied for its creation — but worried that with many large universities known to be poorly on student satisfaction, not participating, these schools were mid-level performers would find themselves relegated to the bottom of a ranked pile. It was a domino effect.

At Maclean's, there were others that had to be made. Maclean's university students want to know what the experts — their peers at university — have to say about their experience. And Maclean's had promised to put out as much as we could.

After dozens of meetings and conversations with senior university officials across the country, one reason kept popping up among many of the schools opposed to the Maclean's survey: most universities already participate in the Canadian Undergraduate Survey/Consensus (CLISC) and/or the National Survey of Student Engagement (NSSE). They're necessary valuable surveys, but their findings are largely for senior university administrators' eyes only. Last April, Maclean's decided to change that.

Some universities have long been open about their results. UBC, Victoria, Winnipeg, New Brunswick, and Regina already had their CLISC results online. Some other universities posted summaries or broad-brush CLISC or CLISC on their websites, at a level of detail that ranged from very useful to almost useless. Many universities posted almost no results. Anyone trying to compare how students at universities X, Y and Z had responded to surveys would

likely have come up empty-handed.

When Maclean's asked for a release of several key questions from NSSE and CLISC, several institutions provided the information without hesitation: Brock, Acadia, SFU, Nipissing, UNBC, Queen's, Waterloo and Wilfrid Laurier. Several others declined their results after some debate.

Others flatly refused. This included New Brunswick, which declined to release its NSSE data and even requested that Maclean's not publish its CLISC data — even though it was already on their website. Conversely, after initially halting an information request, U of T, along with Alberta, Calgary and McMaster, finally announced they would be making all of their NSSE information public. But U of T balked at releasing its CLISC data, which was only conducted on U of T's Scarborough campus. University officials said they were concerned that Maclean's would attribute the CLISC results for U of T to Scarborough to the entire university.

All provinces have freedom of information or right-to-know laws (FOI/ATIA), and as of this spring, in seven out of 10 provinces, the legislation applied to universities. Even in provinces not covered by FOI/ATIA, universities generally have voluntary information disclosure codes that mandate openness and public release of information.

To get NSSE and CLISC data that universities declined to release, Maclean's filed 32 freedom of information requests in six provinces. Some universities responded by immediately posting the results to their websites. In this case, the requests were withdrawn. In other instances, Maclean's never heard from the university's FOI/ATIA coordinator, though legislation requires first requests be acknowledged within 30 days. In such cases, Maclean's filed a formal review to the information and privacy commissioners.

As of June 14, results from half of the universities to which we filed FOI/ATIA requests had been provided to Maclean's, either by the universities or by a FOI/ATIA coordinator. The remaining requests are still making their way through the legal process. When CLISC and NSSE results for the missing schools are made public, Maclean's will be publishing them and posting them on our website at [www.macleans.ca/university](http://www.macleans.ca/university). ■

DANIEL FARRAR



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# Climbing up the learning curve

**What research giants are doing to improve undergrad education**

BY TONY KILGER • Last March, the University of British Columbia made spectacular announcement: it had landed a Nobel laureate. That was news enough, but even more so the honor itself. Dr. Carl Weissenberg, Nobel Prize winner in physics and professor at the University of Colorado, wasn't hired by the promise of an eleven-million-dollar new lab, as plaudits of celebrated research funds. In fact, he's coming to UBC to do physics research at all. Instead, he'll be teaching undergrads, and spearheading a project to

improve undergraduate science teaching across the university.

"Until the 1970s," write political scientists Tom Pachtirgins and Allan Tapper in their book *No Place to Learn: Why Canadian Universities Aren't Working*, "undergraduate teaching was the pre-eminent role of Canadian universities." These decades later, that's not the story-line on most campuses. There are still many, primarily undergraduate institutions, and as they grow on the previous pages too, they need to actively work on measures of student engagement and satisfaction. But the universities that most Canadian students attend today are big, research-intensive institutions. They're not research

**THEIR SHEER SIZE IS A CHALLENGE: U OF T HAS AS MANY UNDERGRADS AS 8 HARVARD'S, YORK? TEN PRINCETONS, U OF A? SIX YALES.**



WESTERN Inside the wind tunnel

and these universities are being led by research-based cognitive science, and across other disciplines. Weissenberg says he will focus first on the sciences, but that long-term goal is "to have the same approach permeate throughout the university."

What Weissenberg and UBC are proposing seems obvious. And yet, remarkably, universities have traditionally spent little time figuring out how students learn, teaching professors to teach, or improving the educational outcomes of the first group by enhancing the teaching skills of the latter. As former Harvard University president Derek Bok wrote earlier this year in his book, *Our Underachieving Colleges*, "however much professors care about their teaching, nothing forces them to go beyond normal consciousness in fulfilling their deepest duties." Part of the reason, says Bok, is that while a university's research is constantly being evaluated by other academics, "the quality of teaching and learning is all but unknown to persons outside the college in question."

That may be changing. Most academics now have so-called learning and teaching objectives, whose job it is to help not only developing faculty, but also guide new. Take McMaster University's Centre for Leadership in Learning: it helps faculty members hone their skills in the classroom—or at Philip Wood, associate vice-president of student affairs just this, "teaching teachers to teach."

And at Queen's University's Centre for Teaching and Learning, workshops and an annual cross-faculty symposium help professors explore new instructional methods. Training is available for teaching assistants, too. In another nod to valuing research into teaching as a scholarly activity, Queen's recently created two centres in teaching and learning.

Get close to students in their first year: Names such as Harvard, Princeton and Yale may loom large in the pantheon of post-secondary institutions—but the student populations of these big League tables are tiny, compared with Canada's large universities. There are more than 6,000 undergrads at the University of Toronto, in contrast, has to many undergraduates as eight Harvards. Yet welcome as in many undergrads are to Princeton. The University of Alberta could welcome as Yale, UBC, five Harvards. Even medieval Canadian universities that do relatively well on measures of student satisfaction and



ALBERTA: Integrating undergraduate teaching and cutting-edge research inside the university's unique nanotechnology facility

engagement—Queen's, Waterloo and Victoria, for example—see bigger undergraduate universities than the likes.

The NSSE—each the "E" standing for "engagement"—is largely based on the premise that students who are engaged by academic and extracurricular life are likely to do better at school, and come away with a more enriching experience. Research suggests that engaging both in their freshman year is key. Big universities, their sheer size can make this a special challenge. And it's one that they haven't always taken as seriously as they are starting to now.

"Universities in general, we spend a lot of time recruiting students and informing them about the university, we really work with them in the admissions process," admits Ann Tierney, associate vice president of student and academic support services at Carleton. "And then once they're admitted and accepted, we sort of say, welcome to campus, here it is, you're on your own."

Some academics have a ready-made source of engagement: location. Most of their stu-

dents come from somewhere else. Their lives are more likely to be built around their school. That's true of many small, undergraduate-focused universities. But some larger universities are in the same boat.

"The University of Victoria is a distinctive university," says David Targus, the university's president. "Only 32 per cent of our students live with their parents"—a much lower level than at Vancouver's two big universities. To keep them engaged and on campus, Victoria guarantees all first-years a place in student. Other research-oriented universities seeking a similar problem include Queen's, Waterloo, UofA, McGill and Western.

"So much of the learning in the university is stuff that happens outside the classroom," says Targus. "And when people feel a part of a community, they find that they can interact more effectively with their pro-

fessors, their TAs and other students."

It's not as if Canada's biggest research universities don't know this. "We've found that students who are involved in things on campus actually perform better academically," says Deanne Fisher, program coordinator at the University of Toronto's office of student affairs. The problem at U of T, eight out of every 10 students commute

Keeping them on campus after dark is not can be a real challenge.

To prevent students from going lost in the shuffle, U of T as well as many big universities that is thinking small. Part-time, smaller-minded Paul Bonin has just completed a year leading a

group in U of T's First-Year Learning Community (FLC), or "Hubs," as he calls them. This pilot project, created last year in the life sciences faculty, is aimed at helping commuter students better integrate into campus



UBC: The school hired Nobel laureate Geri Wieman to help improve undergrad teaching

life, make on-campus friends and pick up the skills they need to become students. Rural graduates this spring with a B.Sc. in human biology fill jobs as volunteers in an FLC class to lead a set of 24 first-year students whose classes had been coordinated so they stayed together. "I thought, now, that is like running a fish group, but for the whole year."

Under the guidance of Corey Goldman, a senior lecturer in biology, Rural gathered the group together every fortnight. They did tests of labs, and professors explained their research. For recreation, the students organized skiing, bowling, dog-sledging and other sports, as well as a banquet. Although their participation is not for credit, it does appear on their transcripts as a "team academic activity," an attribute many universities are including in students' overall ratings.

The feedback has been dramatic and not surprising. According to Goldman, "the FLC compliers said they felt as connected to the university community as those who had been living on residence."

Carleton's year-old ArtsOne program is similar attempt to foster freshman engagement. A third of the university's first-year students enter the program, which allows them to study in groups of 100 in one of six thematic clusters. Students take three lecture courses and one seminar within these—including "Mind Matters: Language and Cognition" and "Beyond CSR: Perspectives on Globalization and Global Justice." Arts One students all go through first-year with the same group of students, on residence bursaries.

At McGill, one first-year seminar can tap into 800 students. That's why the McGill Science Undergraduate Society this year launched the Freshman Interest Group. Based on a model inspired by several American universities, it forms a central group of students, usually fewer than 10, with a professor and a fourth-year student. The group meets every few weeks, offering students a chance to talk to the professor and one another.

Western's Living Learning Project, launched last year, identifies residence as a place to encourage active learning with the living environment. "We're trying to develop the whole student," says university housing officer Chris Ross, "and break the line between when they live and when they learn."

Starting this fall with accounting majors, residence students have the option of being clustered with peers in the same program. The model will bring faculty members into residence to give informal lectures, present videos, or just sit in the residence cafeteria—allowing students to meet with professors in a more relaxed atmosphere.

Some big universities have one way to ensure engagement in to simply stop growing the first undergraduate populations. "We believe we are big enough to roll out all of the conveniences of scale unapologetically," says University of Western Ontario president Paul Davis. "And we know that if we get too much bigger, we will start to lose that personal contact, that on-campus feel that defines us." Since 2005, Western has put a cap on its first-year enrollment. Every year, it's ready has 13,000 new degrees—half the size of U of T's first-class batch of 26,000.

But growth, research and teaching inside the dorm room at the University of Alberta's \$22-million space fabrication facility, or Nanofab, six figures dressed head to toe in snowy white clean-room huddle around machinery. A technician is creating the graduate and undergrad students in a procedure called lithography processing.

"I'm being exposed to all sorts of laboratory techniques," says Robert Joseph, one of the guys in the white suits. The 20-year-old has just finished his second year in engineering physics. "It's wonderful being here so early on, because if I get established now, this can grow into graduate studies and future academic work."

It's an example of something that all of the research universities are trying to do more of, particularly in engineering and the sciences: get undergraduates involved in what their professors do, and break down the barriers between teaching and research. Upper-year undergraduates at the U of A's Macleans lab learning and working alongside graduate students and profs. "Putting students in touch with research engaged professors is the advantage that a large research university has over a small undergraduate college," says Carl Amrhein, the U of A's president.

At the University of Western Ontario's Boundary Layer Wind Tunnel Laboratory, Gabe Trucchi attaches a magnetic rod joined to the top of a tiny model house. Next step: subject the miniature building to wind speeds of 100 to 140 km/h. "I'll do 100 to 130 runs on a panel until I get some statistically sound data," he says, before demonstrating. "I track the panel with two high-speed cameras, and I've written a program that will take those pictures and analyze them."

His work is a small part of a big project, affectionately known as "the three little pigs." The subject is the Canadian home, and the goal is to build a safer house by understanding exactly what winds can damage, and how. The experience of Trucchi, on a 16-month internship between his third and fourth years of engineering, is another example of what big research universities say that only they can offer: by exposing undergrads to nonclassroom opportunities that are, in this case, literally mind-blowing.

Getting Nobel laureates out of the lab and into the world of students is, of course, another goal. It's all part of a plan to respond to student ethics, and improve education at Canada's big research universities. ■

With files from MARY DAVY, JAMES MITCHELL, MARTIN PATRICKSON and IVAN BOCHAL



U of T: Trying to engage commuters

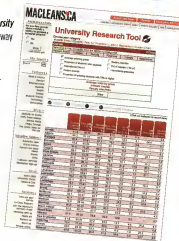
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# Where everybody knows your name

To attract top students, many big universities are thinking small

**BY KIMBERLEY KOSKI** • A few years back, when he was in Grade 12, Stefan Marcus announced that he planned to go to school and become an actor. Fortunately, he now says, the gifted student from Kitchener, Ontario, was talked out of that particular career move by teachers who thought he might benefit from five more years in school. So Marcus applied to the University of Waterloo and the University of Toronto for physics, sociology, and, in the end, to enroll in McMaster University's integrated Arts and Science Program because it would keep his options open. "It was really surreal about entering an undergrad program," Marcus now says. "I wasn't sure of my direction. I didn't want to go back home to my dad's house so early, but I also didn't want a degree that wouldn't work on me either."

Arts and science, which admits only 60 students a year, offered him academic advancement, while providing a carefully monitored safety net. "It wasn't clear to me that the Arts degree would be useful," he says, "but I also enjoyed school, so I figured I'd stay until they kicked me out." Not only did that not happen, but Marcus is now headed as a governmental Arts science student, but he did the rigorous, integrated course of study in his first year, and added physics electives in second year. *Arts and science* is a program that allowed students to discover what he calls "a middle way in the year 1900"—and, earlier this year, he was offered a fellowship to pursue a Ph.D. in pure mathematics in the top league, at Johns University. And he did it all while indulging in his love of the arts, directing McMaster's 2006 production of the musical *Pippin*.

Marcus's story is not so unusual. A growing number of brilliant and talented Canadian students, who have a pack of schools, are rejecting conventional undergraduate experience in favour of elite, small-group programs that offer their greater intellectual challenges and broad, interdisciplinary studies. Some times described as "universities within universities," they range from exclusive first-year programs to three- and four-

University of British Columbia's Science One program, possibly the most exclusive program of this kind. "Although we like to use the word *exclusive*, we're trying to convey what has been taken the move toward small education."

What distinguishes these programs from regular undergraduate offerings? All are small, with cohorts that range from 40 to as little as 25 students. Undergrads also groups of 15 to 25 for lectures, labs, seminars and discussion. For the most part, the courses are exclusive; they are not available to other undergraduate students. Also, these programs are intensely interdisciplinary, synthesizing material from different academic departments. Finally, each program's cohorts are intended

The '90s saw the start of UBC's Science One, Dalhousie University's Integrated Science Program and McMaster's Institute of Health Sciences. McGill University has added a first-year "foundations" program called Arts Legacy as well as a bachelor of arts and science degree, and both Victoria and Trinity colleges at the University of Toronto have designed special first-year programs available to all undergraduates but firmly rooted in the strengths and traditions of each college. The University of Alberta has an intensive called *Science Today*, the world, with a scheduled launch date of 2008.

The success of UBC's Arts One notably stands, it's widely said that any program would cost more for the Foundation Year at King's.

In 1972, a group of professors won approval for a "Great Books"-style curriculum, modelled on part of an undergraduate course at Oxford and Cambridge. Students spend a year mastering themselves in Western civilization's great literary accomplishments and philosophical questions, to what Foundation Year professors meant in their lifelong benefit. "It's easy to learn stuff," says Gordon McQuest, a professor of communications and social science who lectures in King's Foundation Year program, and has been involved in the development of two of the upper-year programs that draw from the experience of Foundation Year. "What is harder is to learn how to read, how to think, how to recognize, synthesize, integrate, and generate original ideas."

What's also hard is getting into one of these elite programs. They are all—no surprise—highly selective. Most require students in high school average in the top 10, and the grades of successful candidates are usually over 90 per cent. To win one of 75 places in Science One, applicants must first be admitted to UBC's science department, which has among the most stringent admission requirements in Canada, and then provide the admissions committee with a personally supervised, integrating social exploration and writing skills with their scientific disciplines. For nearly 700 applicants, Arts has just 60 spots. McGill administration was shocked by the response to the new bachelor of arts

and science degree. "This was not meant to be an elite program," says Monica MacDonald, associate provost of academic programs and research. Nevertheless, as McGill was swamped with the thousands of applications when it was launched last year, just 188 students got in.

For the famous few, these programs are an enormous benefit: there are generally no additional fees, students pay the equivalent of what any conventional arts or science degree student would be charged, yet get access to a substantially higher rate of university success.

At Victoria College, for example, the new science curriculum in first year. Where most courses, writing and logic, an inquiry-based course in intellectual development, and a unique *Arts and science* course. The only course outside the program—also mandatory—is biology. There are no sciences until second year, and, in addition, three of the courses—Western civilization, physics and statistics—are special classes, taught only to the Arts cohort. In third and fourth years, the group remains together but the curriculum opens up to include increasing amounts of individual inquiry-based study and research.

One drawback of a small group program is a crushing workload. At some, students can lose marks if they're not prepared to talk in every class. They must be able to produce enormous quantities of research and write material. "That's not such a good thing," the professors agree that such the program. "This is a great program with high-level work but it was really hard," says Kathryn Leach who just completed first year at Dalhousie. "They gave us so much work, it was really all we could do. It was not the first year experience I wanted. I wanted to have the time to make some new friends outside of my program." Yet, the student says, "given the options, I would probably do it again."

The reward? Because of their rigor and their breadth, these elite programs carry a definite cachet with selection committees at graduate and professional schools. "It is no secret that top schools and law schools tend to like the Arts degree," says Marcus. Yet he believes that it's also entirely possible to complete that kind of degree and be extremely well-represented, and still have a sense of direction. And that may be the best of both worlds. "I am certain there are a few of us who finish fourth year and when the relatives ask, 'How did they come out?' they'll say, 'Oh, they're fine,' but they're not. They're the integrated approach teachers, it's how to measure success in one's own terms." It seems to me that these people might actually end up leading the most interesting lives of all. ■

And in exchange? Students must get with the program. Most of these innovative small group programs lock students into a very specific curriculum, with no room for elective freedom that would be available to conventional undergraduates. The offerings at Dalhousie and King's, for example, are strict, at their core, one big first-year interdisciplinary course, in which the whole cohort is assigned the same work, and each student emerges at the end of first year with a single mark.

At McMaster, Arts science students also take some curriculum in first year. Where most courses, writing and logic, an inquiry-based course in intellectual development, and a unique *Arts and science* course. The only course outside the program—also mandatory—is biology. There are no sciences until second year, and, in addition, three of the courses—Western civilization, physics and statistics—are special classes, taught only to the Arts cohort. In third and fourth years, the group remains together but the curriculum opens up to include increasing amounts of individual inquiry-based study and research.

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**SUCCESS STORY:** Stefan Marcus (center), a graduate of McMaster's highly selective Arts program

**THEY ARE LIKE ELITE UNIVERSITIES WITHIN THE UNIVERSITY: CLOSE-KNIT GROUPS OF 40 TO 275 STUDENTS, TAKING EXCLUSIVE COURSES**

year degree programs with limited enrollment. And while this option remains the most prestigious road to an undergraduate road "to avoid Robert Frost," it's a route that universities are increasingly planning—especially big and often regional ones with diverse constituencies that need to increase student satisfaction and engagement. The goal is to give some of the most sought-after students the intimate experience they might expect in a smaller, privately undergraduate university or U.S. liberal arts college. Says Chris Walther, director of the

PHOTOGRAPH BY TONYA LEE/STYLING



**KNOWS IT:** Foundation Year has inspired many imitations

# The average student: SWF, 22, some debt, seeks degree, job

BY SANDY FARRAY

## WHO

The typical undergraduate university student is female, 22 years old, and single. She has been in post-secondary education for nearly three years, is in her third year, and speaks approximately 10 hours per week in class or lab, and another 10 hours studying. She lives off-campus, either with her parents or in rooming accommodation. She commutes a longer urban centre in Ontario or Quebec and is studying outside her hometown, but in her home province. More likely than not, she is either seeking part-time or looking for work to help offset the cost of her education. This is probably a good idea, since the average student with debt reports owing more than \$20,000 at graduation.

## HOW MUCH

Last September, Canadian undergraduates paid the most modest increase in tuition fees in their lives: a decade-long credit-increase to about an average of \$4,214 for the 2005-2006 academic year, up from \$3,145 the year before. That is almost triple the average of \$1,464 in 1980-1981. The highest fees are in Nova Scotia, where average tuition is \$6,331. At \$7,250, Acadia has the highest tuition in the country. Quebec universities charge the lowest tuition. It's been frozen at \$1,660 since the late 1980s. But out-of-province students in Quebec pay roughly the national average in addition, all universities charge statutory fees they range from \$301 at St. Thomas to \$3,007 at McGill.

## DEBT

Just over half (51 per cent) of 16 ending-income students have some debt. The most common source is student loans, which 32 per cent of all students report using. Other common sources of debt are loans from parents or family (19 per cent) and loans from banks (16 per cent). On average, student debt is over \$16,000.

## HOW MANY

There were more than 806,000 full-time university students in Canada in 2005. That's an increase of nearly 150,000 over the past four years. One-third are in the population of 15- to 19-year-olds, and an increase in female students, whose numbers doubled to 30,000 over the past 10 years. The average age is 23. After cohabiting rates, accounting for 69 per cent of all ending-income women also report more than 50 per cent of students living with a partner. The top three fields of study, such as the physical sciences and engineering, had the most dropouts, whereas the lowest dropout rates were in the inquiry

## WHERE

The geographical distribution of Canadian university students does not differ significantly from that of the population as a whole, most live in Ontario and Quebec. The Ontario corridor (40 per cent), British Columbia (14 per cent), and Alberta (12 per cent). Almost half of Canadian university students come from cities with at least 150,000 people. One student in seven comes from a community of less than 5,000 or lives on a farm. Approximately 68 per cent attend just 20 institutions, 34 of which are in Ontario and Quebec. With nearly 20,000 full- and part-time students, the University of Toronto is Canada's largest university, followed by the University of Montreal and York University.

## INCOME

Nearly all (94 per cent) of Canadian university students come from high-income families. Their family income is double the level of about 40 per cent of the population. The first 100 families in an even smaller percentage of children of high-income parents at university (63 per cent)—and a lower level of income (63 per cent) than the rest of the population (77 per cent). Canadian who went to university make 77 per cent more than those with only high school or less. Nevertheless, parents' education level seems to be a more important factor than family income in determining whether one goes to university or college.

## SCHOLARSHIPS AND WORK

After entering university, students are likely to have a part-time job or other resources to avoid going into debt. Almost one-third (31 per cent) received a scholarship. (University scholarships and bursaries increased \$950 million in 2004-2005, a 10-fold increase since 1990.) Roughly 53 per cent of students work while studying, the majority (44 per cent) work off-campus. Another 14 per cent are working for work in the academic year. Students who work off-campus are more likely to be employed in the private sector (69 per cent) than in the public sector (31 per cent). About 36 per cent of students volunteer, either on or off-campus.

## DEGREES AWARDED

In 2004, Canadian universities awarded 150,000 bachelor's degrees, 30,000 master's degrees, and about 4,000 doctoral degrees.

Between 1995 and 2004, the number of bachelor's degrees rose by roughly 17 per cent. Women again outnumbered men at graduation ceremonies, receiving 60 per cent of bachelor's degrees. Degrees awarded increased in nearly every field, with the biggest jumps in visual and performing arts and communications technology.

## VISIBLE MINORITIES

The 2001 census showed that approximately 16 per cent of Canada's student population are visible minorities, with Ontario having the highest level, at 22 per cent. And in 2003, 27 per cent of university applicants in that province identified themselves as visible minorities. University participation patterns largely reflect the population. There are, however, few major exceptions. Chinese-Canadian youth are overrepresented among university students and underrepresented among college students, while the reverse is true among Black Canadians. And Indian university applicants are underrepresented (66 per cent) female.

## ABORIGINAL STUDENTS

Although post-secondary participation rates for Aboriginal youth lag behind the rest of the population, the number of Aboriginal students at post-secondary institutions has risen sharply over the last 40 years. In the mid-1980s, approximately 250 First Nations students were enrolled in colleges and universities. By 2000, the number had increased to 2,700. The average Aboriginal student is older than most students, at 27 years old, and 25 per cent are married or in a common-law relationship. Nearly half are either married or in a long-term relationship, and 30 per cent have children.



PHOTOGRAPH BY SANDY HICKMAN

SOURCES: ASSOCIATION OF UNIVERSITIES AND COLLEGES OF CANADA, CANADIAN BUREAU FOR INTERNATIONAL STUDIES (CIBIS), CANADIAN POSTSECONDARY SURVEY (COPS), 2005 AND 2006, 17TH ANNUAL CONFERENCE AND AWARDS FOR CANADA, STATISTICS CANADA, HUMAN AND NATURE WITHIN CANADA, THE YOUNG OF CANADA, 2004, AND STUDENT FINANCE COUNCIL, UNIVERSITY RESEARCH SURVEY 2003



SORRY HARVARD GRADS, but it turns out that your \$220,000 investment may not have been money well spent

## Where should I go to university?

**Don't worry: according to a leading U.S. study, it just doesn't matter**

**BY ANDREW FORSTER** • The decision to go to university is one of the most important choices you can make in your life. Does it matter where you go to university? Of course it does. Every university is different, a distinctive mix of opportunities and activities where your professor and classmates are future friends, colleagues, husbands and wives. To be sure, that your environment shapes who you are and what you might become, then go, it matters where you go to university.

But most people have something much more pressing in mind when they ask whether it matters where you go. They mean, does where you go offer the best path to a good job who go to better schools get better jobs and make more money?

Once again, for most people the answer is, of course. This is particularly true among Americans who, as Paul Farnell writes in *Class*, "are the only people in the world known to me whose status identity strongly tends to determine their college and university affiliations." You can drive all over Europe without ever seeing a more window sticker reading *Christ Church* or *Université de Paris*.

This status has only increased in the past

two centuries, says Farnell, writes his book, and is not in the United States. The conviction that some schools are better than others, and that a student who one you attend, is reflected in the intense anxiety paid to the annual rankings in publications from *U.S. News* and *World Report* to *Maclean's* to the *Times Higher Education Supplement* and the *U.K.* The warning appears justified, since study after study has shown that, in most countries, graduates from the more selective institutions have superior earnings outcomes. People really want to know which university guarantees them the best post-graduation income and life, which is why parents and their parents around the world have adopted a ruthlessly consumerist approach toward the choice of which university to attend. Questions of intellectual soundness, selectivity and quality are seen of overriding importance.

Mobilizing all of this is a basic assumption about university, which is that it provides students with an educational "meritocracy" in the form of human capital. The better the school the better the investment, which can also mean higher salaries for graduates from top-ranked schools.

There is, however, a serious flaw with the

new evidence showing that better schools lead to better earnings. While it is true that graduates of the better (that is, more selective) schools make more money than graduates of the lesser schools, most of the research does not control for personal characteristics such as energy, ambition and motivation. In a 1999 study, American economists Stacy Dale and Alan Krueger came up with an ingenious method for controlling for the effects of ambition.

What they did was compare students who attended a selective school with students who had been accepted at that same school, but who had attended a less selective school. That is, they compared students who had gone to a place like Harvard with students who had applied to Harvard, been accepted, but had decided to go elsewhere (or who never came).

Their results led to many dropped jaws. Dale and Krueger found that when you control for ambition, the earnings bonus from higher-ranked schools disappears.

In other words, what the better schools seem to be doing is not offering superior instruction, but serving as effective filters for talented and ambitious students.

Thus, the top-ranked schools do not create quality graduates; they merely select quality applicants. If you want to know how someone is going to do in the job market, the best predictor is not the quality of the school they attend, but rather, what ambition is the quality of the best school to which they were admitted.

COURTESY: HOLLISTER UNIVERSITY IMAGES

Doing a similar study in Canada is, of course, at least at the moment, because of the way the data have been collected and controlled. For example, we could use the results from Statistics Canada's National Graduate Survey, except that one of the conditions under which Statistics collects the data is that it won't be reported on a university-by-university basis. Similarly, we could look at the graduate follow-up surveys that some schools do, but the universities that have been asked to provide that kind of data have only done so under the condition that results are aggregated to the point where you cannot tell what an individual institution is doing. In sum, Canadian universities have done their level best to prevent any one-sided comparison of their graduates' earnings.

According to *The Power of Knowledge*, by Alex Osher and Susan Jusef of Toronto's Educational Policy Institute, most of the economic gains from going to university in Canada are determined by three things: the decision to enroll and graduate, your course of study, and where you live once you leave. For all full-time undergraduates between 15 and 64 in 2000, university graduates earned an average of \$61,156 per year, while college graduates earned an average of \$41,156. Starting salaries are higher for graduates in the hard sciences, health, engineering and the professions than for those who study the humanities, education and most of the social sciences, although the gap narrows after 10 or 15 years. Interestingly, economies across the board decrease as you move across the country, graduates of western Canadian universities earn the highest starting salaries (\$45,000), followed by the graduates of universities located in Ontario (\$42,106) and Quebec (\$38,800). The graduates of universities in Atlantic Canada have starting salaries of \$36,000—below the national average by almost \$5,000, and \$3,000 less than salaries of graduates in western Canada. The unfortunate truth about choosing to settle in St. John's or Halifax instead of Calgary or Toronto will likely have a negative impact on your income, no matter what sector you work in.

But as for whether it matters if you graduate from McGill, Queen's or UBC, as opposed to, say, Memorial, Windsor or Cape Breton? Well, there are plenty of good reasons for choosing one Canadian university over another. McGill has Montreal, UBC has a beach, and Queen's has lots of school money.

But you should not really worry about which university will put you on the path to riches. The best research we have suggests that, when it comes to future income, your actions don't matter very much. ■

## How she survived freshman year

**Facebook, MSN, the 4:20 and day-old bagels: a day in the life of a frosh**

**BY SHARDA DEZEL** • When York University student Haley Weigle rolls out of bed, her first destination is Facebook.com. She takes the half step to her desk and before her eyes are barely open she's logged onto the "socially addictive" online yearbook community that connects students from universities and colleges all over North America. "It's sad, I know, but I have to use 'Did any one post on my wall?' Do I have any new friends?" She checks to see if bud had from other schools have given her a "poke," sort of a virtual wave and nod. "It's hard to find out what job all of my friends are doing that night. And though the button to admit it, she checks the profile of the guy she recently broke up with.

Upon opening it's all female friends to her page. "You really added on it," Weigle says of Facebook. "It's like it's known for." About now she notices that her roommate is already gone, which is a surprise. "It's on MSN but she's on the computer until five in the morning. Weigle's university experience sounds very different than it was for her parents' generation. But in other ways, for activities, recreation and aspirations are the same. This 19-year-old sociology and environmental studies major from Georgia, Ore.—and her fellow freshmen—go to class, go to the library, study, pull all-nighters, get homework, hang out with friends, watch TV, drink, do drugs, dance, have sex, get rejected, run out of money and worry about getting a job after it's all over. But the big picture has changed. University no longer seems like a privilege, but a right—and an expectation and a necessity.

After Weigle finishes Facebooking, she swaps herself in a towel, takes her basket of beauty products and heads to the washroom, where she finds her friend Amanda—

her friend Anna. "I'm always with cool new items," says Weigle, "because I went backpacking before coming to university. And here's like that 'Shit, getting into the shower is taking doing that little dance of going behind the curtain, taking off your wet gear and stretching back out to hang it up without anyone watching a piece. And then there's that single that has to ruin it for everyone." There's some people on one floor who feel it's appropriate to shower together," says Weigle. "You walk in, stop, think, 'What the hell is that noise?' And then, 'Yes, beloved'."

Dressed and ready, Weigle leaves Venus



HAILEY WIGGLE, 19, in her residence room, at the start of another day





SO LAST WEEK in Cinema Studies, we watched this Farrel film called *City of Women*. I don't know why, but it really spoke to me.

## Two girls for every boy

With female enrolment climbing, that old Beach Boys lyric is becoming the new reality on campus

**BY JOSHUA LUTZ** — It's just past 10 p.m. on Saturday at the Turner-Wilford Lounge's rooftop nightclub. A no-name band is strutting riddim into their set, and female students are posing in tight designer jeans and crop tops while most of the guys, who have taken up positions around the perimeter of the dance floor, stand, drink and stare. Amid all the bare skin in this year-end bash (and there's plenty of it), one set of especially hairy legs, belonging to a scruffy-looking woman, stands out. Wearing a mid-coloured ballcap over a pair of Hawaiian band shorts and a sleeveless undershirt, he looks like he's making out for a remake of *Animal House*. And he's brought his posse: two guys in fluorescent Reebok track suits and matching headbands, who egg him on as he tries to get the attention of every woman in the bar.

This poor man's Hugh Hefner has already enjoyed over one female partner. By twinking up behind her and kissing the back of her neck, when a group of sisters rush together, bladders up to teach—and mock—his drunken version of the wince-man shuffle. (He

disce pinner in plastic cap bawling web taped coverage.) He pines it then (you do have a point of interest) and then, with a cocky smile, motions for them to join him. Instead, one of the women, riling her eyes, mutters "I don't think so," and to us, the group backs to the bar. Even at a school where men are at a premium, women, apparently, have limits.

Lautner, like nearly every university in Canada, is now predominantly female. (Styrene, for one, is 81 per cent of the student body.) One-based schools' 11,600 students are women. (The national average is nearly three women

to every two men on campus—making for a totally different picture from what the university-educated parents of today's undergrads see through. When the *Report of the Royal Commission on the Status of Women* in Canada was released in 1970, identifying inequalities in the education system, women

made up just 18 per cent of all undergrads. By 1985, women had topped the male and become the majority, and the gap has been widening ever since. Figures are similar for about three quarters of the growth in enrolment during the '80s and '90s. (A slightly different shift has taken place in the United States.)

Today, 59 per cent of Canadian undergrads are women. Almost every faculty and school has undergone a sex change—including the social sciences (68 per cent female) and Engineering (60 per cent female). Professional programs are moving in the same direction. Med school grads? 59 per cent women. Law school? 53 per cent. Newly chartered accounts? 51 per cent.

Only engineering, computer science and the physical sciences remain amongholds for men at the undergraduate level. And yet three male bastions in higher education are left: the University of Waterloo (54 per cent male), the University of Ottawa Institute of Technology (58 per cent male), and—big surprise—Kingston's Royal Military College (76 per cent male).

Sean McNamee, a third-year communications major at WLU, cracks a toothy grin when asked if he's noticed the gender split on campus. "It comes and goes with the weather," says McNamee, 23. "At some point it gets worse outside, I guess, the population of men on campus is less visible." On the flip side, Melissa St. Amant says the gap has become frustratingly evident—especially since she and her boyfriend broke up last year. "Now that I'm back on the dating scene, it's hard not to notice the lack of options," says St. Amant, a biology major at Laurier. "It's slim pickings out there."

Hooking up is one thing, but outside the classroom, most of the students (McNamee spoke to don't think about it or even notice. Some ex-

perts, however, claim that the split can have an enormous impact on learning. "When a man and woman are looking at the same landscape they are seeing very different things," says Leonard Sax, a clinical psychologist and author of *Why Gender Matters*. "In a 50 to 40 per cent split, teachers will start their teaching to the style of the majority in the classroom. The rest will be disengaged. They'll get bored. So everybody loses." The 60 to 40 split may hurt women socially, but it also hurts men because the teaching in the classroom will inevitably be tilted towards the girls. Teachers ask questions in English class, like "How would you feel if you were this character?" which always alienates the great majority of boys. A few questions for boys it, "What would you do if you were in this situation?"

It seems that all of the money spent in the last couple of decades on research and programs to help high school girls perform better in math and science has paid off. Concern and funding in non-STEM programs—who are coming lower on standardized tests and dropping out of high school at a much higher rate than girls. It's unlikely anyone will be calling for a royal commission, but a look at the numbers would suggest that it's boys who will be getting the majority of the attention.

Terry Crowley, the chair of the history department at the University of Guelph (which is 45 per cent female), says he's found the gender split to be the most detrimental for men in the first two years of undergrad—by third year, he says, the gap has caught up

"The gender revolution is the great revolution of the 20th century," says Crowley, who has been teaching at Guelph for 15 years. "I used to pay special attention to quiet young women and had to restrain the men—telling them they can't control

the show. Now I have to work hard to bring along shy young men. Boys are at a less advanced developmental stage and they're having trouble establishing their presence. Women are so-called better and developing intellectually much faster. It's placed men in a difficult situation."

In 1993, the *60/40*, *Female/Male Split* among McGill undergrads sparked debate within the university's senate. A 10-page report was written analyzing the school's gender composition, faculty break-

downs as well as historical and national trends data. "We wondered whether or not there were possible biases regarding gender in our admissions and if there were any active steps we should take," says Marlon Mondolone,

McGill's associate provost, who helped write the report that concluded the gender issue should be addressed at the faculty level. "At the end, we affirmed the commitment to an admissions policy that is based on academic merit—there was not a proposal that there be affirmative action." The point of the exercise, says Mondolone, was to address the issue now, in case enrollment trends continue, and the female/male split becomes a problem later.

Even though the gender shift has turned post-secondary education into more of a women's world than ever, some aspects of the university experience still have changed little from its all boys' days past. A few years ago, when heading west in September from Toronto to Windsor along Highway 401, a stretch of pavement linking half a dozen universities, it was common to pass giant hand-painted signage along the highway overpass greeting nervous fresh and their parents. The most memorable—written in giant block lettering—read: "THANK YOU FATHERS FOR YOUR VIRGIN DAUGHTERS."

Very much in that tradition, a fourth-year biology student at Laurier wrote a piece in the *Card Weekly*, his school's newspaper, last fall titled "A Gentleman's Guide to Getting Laid at WLU." In the piece, the writer described

**THE NEW HATF:** For men, there's a clear upside to the female-majority campus



Laurel wears as "promiscuously naive" and affable tips on how to get them into bed. Apparently, a tattered "sweatshirt" and a closet full of brightly coloured Lacoste golf shirts is a good start. "The WTFed Laurel Law of Numbers states that if you hang enough guys at Fabus," he wrote, "referring to dance-floor activities at a local nightclub, 'one will always take you home'."

While some students shrugged off the column as a joke, some were enraged. A coalition was formed with the stated aim of ensuring the writer's collegiality, and eventually securing his headshot were numerous around campus, dubbing him "Laurel's Latest Worsted" and inviting a notice to Laurel's website: "Do not sleep with this man or any one!"

The columnist didn't return our calls (he doesn't happen; this moment of potential indiscretion would just go away), but Brendan Currie, *Stacy's* producer-in-chief at the *Card*, says that part of his excitement for running the story was to illustrate what he considers a fairly pervasive attitude on university campuses. "It was definitely offensive, but this is how a lot of guys talk at Laurel—and it's not just 'WTFed,'" says Currie, a global studies and history major. "It's not a majority, of course, but it's definitely a minority."

ON THE SECOND FLOOR of Laurel's campus centre, most of the students are wearing flip-flops and hooded sweatshirts—casual clothes for hating the books. A couple of girls meet to study, and one, with a thick biology textbook tucked under her arm, takes a highly diverted glance at her friend. "So you want your gymnas today?"

The other girl, looking around at the chairs and couches, filled with mostly women, laughter. "Do you see anyone for me to impress?"

That attitude—and certainly the clothing—changes dramatically after dark. At the *Warrior* and at *WTF's*, the campus pub located two floors below in the restaurant, many in the crowd seem intent on turning heads. Little is left to the imagination. Sexually charged



Long before that public relations nightmare, McGill crossed the obvious distinction but fell of being the only Canadian school on *Playboy's* Top 10 list of North American universities. The magazine's highly accurate

as they do watching the band onstage.

The campus music market, says Sen, leans down to Economics 101. "It's supply and demand," he says. "Whoever there is a girl-dervish, the gender in most will work harder. As a great majority of colleges in North America, where you have something close to a 60/40 ratio of women to men, the women are well-groomed and the men are slovenly, unkempt, unshaven and don't smell very good. When there are three women for every two men, the men don't have to try as hard as



the women: possessing to off-campus entertainment, general vibrancy, social opportunities and male-to-female ratio.

Back at the *Warrior*, the night isn't so vibrant. Especially when students crowd the empty stage and start chanting "*Stacy*," in anticipation of Sara Roberts, the night's headliner. But before the Montreal rocker and his band take the stage, the DJ spins one last warm-up track—an old John Mellencamp favourite, *Jack & Diane* (released in 1982, before nearly everyone in the club was born). Instantly, the dance floor fills. And there, moving things up in the middle, is the bar's only heterosexual patron. This time, however, he has friends. All smiles and looking to party, he's surrounded by seven or eight young blondes at low-on-top. By first call, he'll be seen whispering into the ears and grinning with no less than 20 women—all of whom appear perfectly fine with his advances. These days, even a big like list can be the biggest on campus. ■

FROM TOP: Learning about nudity and demand at the Laurel campus pub



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*Edwards/McIntosh*, "the wives of the students." "But, it was immensely gratifying to walk them with, walk the road in their boots."

That's in fact a description of any of the pragmatic power of good teaching. It was teachers after all, who inspired her own career. "I had so many outstanding teachers who opened doors, who challenged me but supported me," she says. "Who introduced me to new ideas and possibilities."

Much has changed, and much has been learned, since the first stepped into a classroom—teaching Grades 7-13 in 1970. She's learned that every class and student has a unique set of challenges and gifts. "I don't make assumptions that what I find interesting will be of immediate interest to my students," she says. "Not that I'm the only one who can identify the things we should be learning." The same openness to learn holds true in her role as an administrator shaping the direction of Western's bachelors of education program. "She strikes me as the kind of person when you could put it in charge of the world," says one colleague on faculty, "and then go to bed and have a very restful sleep."

As long as the morning isn't in one of her classes. She finds all the energy of her students. "For me, the best is not a performance high, it's because of their ideas, of stepping aside and having them do the telling." These ideas, she says, the delivery of the simple effects of teachers teaching teachers, who in turn inspire yet more students. She'll leave back from an address and marvel. "You say that you've had a small role in what they've gone on to do, and afterwards you don't know what it was," she says. "Sometimes you stay, but often times you stay, I can't not sure (in which aspect) if their life is guided by their imagination. Or at times on a course, she might have added, with the wind at their backs.

Frédéric Gosselin, Department of Mathematics and Statistics, University of Laval. It's Sunday evening in Calgary and Gosselin stands at the front of a hotel meeting room explaining his teaching philosophy to the summer conference of the Canadian Mathematical Society. There are dozens of students on symmetry in Geometry, on Set Theory and Inductive Combinatorics, and on other all-famous 14 functions. Anterior pole theory and Representation Theory by any means. Gosselin's list is more versatile. He approaches including biographical details, such as the five years he worked in a regional coordinator for Canadian Crossroads before:



DAVID KANEANE. A model for large-class teaching at the University of Alberta.

joined, a group committed to volunteerism, international development and social action. It's just, he explains, "that sort of what I do as a graduate in my field."

This includes engaging the interest of the pre-university crowd. Gosselin heads a group that runs an annual provincial mathematics games aimed at primary and secondary students. It focuses on fun, and sometimes he says, it throws off "those little quips" that ignite a passion for the subject.

Much of his work at Laval, open from his research in functional analysis, is teaching undergraduate education students—future math teachers. With challenges to make mathematics relevant to them so they can make it useful to their people.

"I'm teaching to the person as a whole," he says. Apart from the usual diet of numbers and theory, he assigns readings on mathematical culture. He even assigns an essay—like asking nervous laughter in the room tonight—to encourage them to think about why they want to study mathematics.

It was his work for Crossroads, preparing people for the culture shock of international development work, that made him a better teacher, he says. "It's how to reconcile two things, the very pure academic of mathematics, when you are, we are citizens of a world where there is lots of suffering." However, for instance, he has informed citizens on prebend economic policy or World Bank and initiatives. "We need to understand what our policies are saying," he says. And when their promises don't add up.

Whether Smith, International Studies, coordinator of professional development, University of Northern British Columbia Smith's career as a professor of international studies seems inevitable, it just took a while

to realize it. Her father was in the military and served as a peacekeeper. "I was born in Germany," she says, "and grew up all across Canada." Her mother was an artist. Smith was 24, had just finished a master's degree and was expanding the role of her friends on the value of teachers. They told her someone who loves teaching that much is the kind of person who should be a university professor. They were right, she realized. "I walked in the next day and put in my application to do my Ph.D."

As a founding faculty member at UNBC, her career has grown as students with a young university. It has given her scope to be a researcher in her field, and an administrator as both chair of the program and coordinator of the university's International Learning Centre. "It's a challenge," she says. "I'm an academic. And, yeah, I'm published," she says. "But teaching is not as where you change lives."

Like many, 10th students, she's known for her high standards and heavy demands—but also for her flexibility and her ability to respect and to read her class. Students differ from term to term and from day to day, and so, too, should the way teachers respond to them. "The formal over time to let go some rigidity," she says. She's also become, she adds, "you can't please everyone." Her courses can be a heavy load through poverty, death and denigration. "I teach about African and I teach about Iraq and I teach about environmental degradation," she says. Yet there is something inspiring about the weaving comprehension of a field's point of view. "It connects the vast of possibility that seems to pervade some of this world."

The program has had students working for the United Nations, for foreign aid programs, for the Red Cross. "It's so profound, so fundamentally profound to know that there are people out there who say 'Yes, I can do this.' It's not like we're the world's best," she says. "What more can you ask for?"

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# 'IT'S ALL ABOUT EMBRACING YOUR BODY, THE INSTRUMENT OF BIRTH. I'M MORE ALIVE IN MY SENSES SINCE I'VE BECOME A MOTHER'—POP STAR NELLY FURTADO, ON SEXING UP HER IMAGE

## JACK DICKEY WHO'S THE SCAREDY- CAT NOW?

The Thelma & Louise star of the musical longport took place in the backyard of a country home in West Nyack, N.J., last week when a scowling black bear on a cot.

Jack, a 30-year-old baby face, left as the Salvation Army on a kitchen and rushed back to health by owner Duane Dickey, Jack cheered the startled bear up a tree not once, but twice—delivering a series of hoarse and threatening glares. "He definitely is the protector of the property," says Dickey. "He handled the bear and birds."

The bear surprised into the woods after Dickey called Jack back to the house, fixing that he might be injured in a fight. A fully grown black bear can weigh 400 lb. and measure as much as four feet long. Jack, who had his first bear encounter just as he arrived in town, says he was not afraid to go to the house, but he was not alone. He was with his wife, who was not afraid to go to the house, but he was not alone. He was with his wife, who was not afraid to go to the house, but he was not alone.

## ANOUSHIR ANSARI NO NEED FOR A COMMISSION

If cleared for flight, Anoushir Ansari has a special vacation planned for his fall. The 30-year-old Iranian-born businessman, who has lived in the U.S. since the late '80s, hopes to become the first female space tourist and the first Iranian in orbit.

Ansari, who has donated millions of dollars to private space travel (his family helped provide the \$18.1 million for the X-35), is the backup to Japanese business tycoon Daishichi Kamekura, who will become the fourth person to vacation in space if he meets the physical and financial requirements for the trip scheduled for September 1999. Ansari, who has been under going medical testing and training the same training program as the man, will take his seat on a business shuttle (that plans to fly with the International Space Station). His "ticket" will cost a whopping \$10 million. But he thinks of it as the cost of his first flight.

## BAZOOKA JOE GRANDPA WOULDN'T EVEN RECOGNIZE HIM

Some years ago, Paul Christie, then of Toronto's Concord Corporation, sent a black & white photo of Arthur's character, the character of New York's Top Gun, Inc. and a little bit of his own company. "You all in the aircraft," wrote Christie (and it was the last time he played in a long time) to acquire Bazooka Joe, created by the Shorin in 1947 (Bazooka Joe, the game's pitched mascot, is named for Arthur's father, Joe).

But Bazooka was riding, and Christie wanted to do for it what he'd done for Double Bubble after buying it in 1998: triple its sales (he sold it recently for \$18.1 million). Shorin wouldn't budge. "It was like DNA for him," says Christie, whose Bazooka and left him no choice but to go to the Shorin's managing director. Last month, Christie revealed a trademarked Bazooka Joe, who is back here and Arthur's character style. Christie is now of younger bubble-gummers. His account, meanwhile, is in the process of being able to transport older chewers back to childhood—remains unchanged.

## MEKHAIL KALASHNIKOV PLEASE, DON'T SHOOT THE DESIGNER

Mikhail Kalashnikov, who created the AK-47, learned the fact that the gun has become the symbol of choice for terrorists and has been spotted in video shot messages from Osama bin Laden. The former Red Army tank commander conceived of the rifle in 1943 while recovering from an injury in a Soviet hospital. His gun—which is cheap, easy to use, and has a 30-round magazine—accounts for 30 percent of the world's assault rifles—was to be a solution to the Soviet forces' in ferocity. It wasn't finished in time to be used in the Second World War, but now, says the 56-year-old, who lived the chief designer of the state-controlled company that makes the rifle, it's being adapted. Not that he's surprised. "I didn't put it in the hands of terrorists," says Kalashnikov. "Can I be blamed that they consider it the most reliable weapon?"

## DAVID CRONENBERG NOT JUST SOUP CANS AND A BERRY WIG

Acclaimed Canadian actor David Cronenberg promised that the Andy Warhol exhibit, which opens only next month at the Art Gallery of Ontario, will have some shock value. "I don't know what people think of Warhol as a filmmaker, as a kind of guy who painted flowers and soup cans and wore a silver wig," says Cronenberg, who helped install and curate the project. "They don't realize what an extremely heavy, intense, philosophical, poetic artist he was."

The show, which opens on July 1, includes off-screen paintings, an audio guide and Warhol films from the early 1960s. "I was like building a film set," says Cronenberg, who met Warhol before his death in 1987. But Cronenberg is a major influence on his early films. "It was direct access to the art—that was one of the things that Andy represented to me."

## NELLY FURTADO PROVING SHE'S ONE SEXY MOMMA

In Nelly Furtado's music video for her new song, "Promiscuous," the singer and her band of sexy men in a dark club with neon lights and neon signs with the album's producer, Timbaland, show us a different side of Furtado. Furtado admits that her newly released album *Lose* is a mature move from her sweet, playful debut, *Whoa, Nelly!* and its mellow, reflective follow-up, *Follow the Leader*. "The music's more mature," she says. "It's all about embracing your body, the instrument of birth," says Furtado. "I'm more alive in my senses since I've become a mother."

Furtado's daughter, Neve, was born just two weeks before she released the album. "I was really nervous about the birth, but I was really happy to have her," she says. "I was really happy to have her."

## STEPHEN HAWKING AN EVEN GREATER HISTORY OF TIME

Stephen Hawking is writing a children's book about his journey into the world of science. "It will be like Harry Potter," Hawking announced, speaking through his voice synthesizer. "Most science, not magic." Hawking's daughter Lucy, who will co-write the book with her scientist dad, added that "it is a story for children which explains the wonders of the universe." Hawking, 64, is an authority on the origins of the universe but his writing is notoriously dense. *A Brief History of Time* (published in 1988) spent nearly five years on bestseller lists, but it's widely believed to be the most popular book that he's ever written.

## CAMERON EVANS CAPED PIZZA CRUSADER TO THE RESCUE

By day, he is Cameron Evans, a 36-year-old student at a Minneapolis technical college. By night, he is Luke Piepkorn, a pizza-swing hero who has himself in strange places, where cops and firefighters in his capacity as a delivery man for Galactic Pizza. Last week, Luke demonstrated his superpowers after witnessing a purse snatching, chasing the thief through the streets of downtown Minneapolis and cornering the man in an alley. "I probably wouldn't have been able to move so quickly if I weren't in my full superhero gear," said Evans, who tosses between his deliveries in a tiny duffle bag. "With no superpowers, I wouldn't be able to make a full circle. But he did provide the coffee to give up the purse, which victim Tracy Skarman, a 59-year-old grocery bagger, was mighty glad to get back. "He's my hero," she said. "He's my hero," she said.



## THE BACK PAGES

tv

It's CNN's  
billionaire  
hour

film

Supporter's  
heck-for-lore

music

52 truly awful  
songs

books

Looking for  
Adam  
Costler

media

Will & Grace &  
Pissin' Please

help

Engagement  
anxiety

# Banff to the future

**Tomorrow's TV won't be just about shows that suck, it'll be about content experiences that suck. BY SCOTT FESCHUK**

when they want"—visions on the phrase were uttered by several senior executives, and quickly became the festival's mantra, replacing the traditional mantra of, "We work for food." Executives and producers, joined in some sessions by senior officials from telecom companies, pondered and brainstormed, refined and debated. They concluded that young people have an "on-demand mindset" and are demanding a "more portable on-demand experience" for the precise contours of the next era are still frustratingly vague in terms of what technological platform will ultimately prevail.

"My dream is you walk into a grocery store and watch a video clip from the Food Network on your mobile phone," says Phyllis Yaffe, a senior executive at Alliance Atlantis Communications. A list of required ingredients is then downloaded to your phone; you check out using an electronic coupon supplied by one of the program's sponsors. Yaffe's dream concludes with you going home and cooking the dinner you just watched being made on your phone. Oh, one other part to her dream—somehow Alliance Atlantis makes a little money off of the whole deal.

Cool dream. Sure, not Martin Luther King dream cool, but certainly more easily attainable. The technology already exists. The clips are simple enough to produce. Taping questions will, anyone actually buy the service, watch the clips, purchase the food, and the coupon? Or to put it more generally in other words: What last-century viewers want from television network.

"We need to understand how quickly things are changing out there for young people today," said Jay Byrnes, chief executive at C&M. "If you're a 21-year-old, you're doing three or four things at once." (And he's right; for instance, all 21-year-olds currently reading this article are also looking at a shirt and thinking about waffles, 40-year-olds, by way of comparison, are disemphatically irrelevant—they could be doing seven things at once and no one in TV would care, unless one of the things they were doing was something becoming themselves to create two 21-year-olds.) If executives at Banff 2006 had come together to pose a similar to the twenty-somethings of the world, it would have read something like this:



BANFF TV FESTIVAL participants, including Haggag (top right) and Madonwicks (bottom right)

tv

The snow-capped peaks of the Rocky Mountains are predictably used as the logo of the Banff World Television Festival, which takes place each June in this resort town. But a more precise image for the event's 2006 poster might well have been a Magic 8 Ball. Most everyone here, from Lewy Weiss with a Dream to Dennis Crutcher Network Executive, was asking for a glimpse into the future—to see what it might hold for us. (Banff's that's in the infancy of what is likely to be nothing short of a revolution set off by technological advances. How will content be delivered in the world of tomorrow? In the end might for the 10-second advertising spot, the backbone of broad casting revenue? Are we witnessing the demise of traditional prime-time television? And if so, could we maybe swing it so that

from Belarus stops getting work? So many questions here—even if you ignore the last one—which, to be fair, only I was asking.

In the search for answers, few at this year's festival seemed able to stop thinking about 21-year-olds—and not for the usual hobby-based, show-business reasons. Instead, conference delegates were obsessed with trying to get inside the heads of today's "younger demographic" to figure out what their fickle, buggy-purled minds want from television and how, ultimately, they'll choose to watch shows and series, if at all. Maybe on an iPod? A mobile phone? A laptop? Possibly on a computer or a man Dick Tracy wristband? Or maybe on a screen, ah, that big boy deal... what's it called again?... a flat screen and a... oh... is television for TV? They obviously prefer to watch TV on a television?

Apparently not. "Young people want to watch things when they want, how they want,

SCOTT FESCHUK'S PREDICTION: IT WON'T BE THE BANFF FESTIVAL.







9/11 WIDOWS (left to right) Polly Cassano, Laria Vaz Adams, Melissa Stebbins and Mary McCormack standing with John Kerry in 2004

## Hooray for commentatrix Coulter

One crack about 9/11 widows and the author of *Godless* loses her audience. Too bad.

BY MARK STEIN

Ann Coulter's new book *Godless: The Church of Lifenews* is a millifuck read very rightly reasoned and hard to argue with. After all, the progressive read regards it as backward and primitive to let religion determine every aspect of your life, but when it's so advanced and enlightened to have the state determine every aspect of your life. Last you doubt the left's protest are now a joke, try this one: as someone get up to an environmental protest and say "Hey, how about that ozone hole being drilled up?" or "Wow! The global warming peaked in 1998 and it's been getting cooler all about a decade. It's that great!" and then look at the face. As with all collection democracy suits, good news is a banner.

But nobody's talking too much about the first points of Miss Coulter's argument. In short, everyone—from Hillary Rodham Clinton down—as going bananas about a couple of paragraphs on page 101 and 112 in which the author savages the 9/11 widows. Not all of them; just the quartet led by Kristin DeWeaver and known as "the Jersey Girls." These four widows have been regular fixtures in the New York TV studios since they first emerged to complain that the average is 6 million per family compensation was insufficient. The 9/11 commission, in all its glowing second guessing showboating, was largely their project. As Miss Coulter writes:

"These four obsessed women seemed genuinely unaware that 9/11 was an attack on our nation and acted as if the terrorist attacks happened only to them. The whole cast in me wondered, all of our lives reduced. But they believed the entire country was required to

The fearless brain-dead benevolent pen pusher who sent out that letter to far more 'mass spirited' than Miss Coulter at full throttle. 'Ms. Mrs. Giffney' was the Jersey Girls' TV bookers. She says the Jersey Girls are 'Hurt souls of soldiers' means believe their status in a noble and instant cause in Iraq, but it's Cindy Sheehan, who calls Bush "the biggest terrorist in the world," who gets speaking engagements across America, Canada, Britain, Europe and Australia. When Al Qaeda's winds up putting up daily cartoons, the media don't go to Paul Holey, who reported that the man who decapitated his brother would now "ret at full," nor the oft-cited actress Douglas Wicks, who called his kidnappers "angelitos," nor his fellow teenage US Marines, a female who's traveled 50,000 hours or so in trying to track down the

men who kidnapped him and visit a life-long ecological justice on him. No, instead, the media rush to get the reactions of Michael Biehn, who thinks Bush "is the real terrorist," rather than the man who befriended his son. But it wasn't until Ann Coulter pointed it out that you realize how heavily the Democratic party is invested in irreproachable biography. For example, John Kerry's presidential run of a war-widow in the 2004 campaign relied mainly on former senator Max Cleland, a triple amputee from a Vietnam grenade accident whom the campaign dispatched to make out Bush's Crawford, cash that manner. Maybe he's still down there. It's gotten kind of crowded on the preference machine, who with Cindy Sheehan said. But the idea is that you can't attack what he hasn't.

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as the unimpeachable basis of state oil-peddling shenanigans and, indeed, the Democrats eventually scored their perfect 100 percent record. In 2004, in the gym of Newton High School in Iowa, Senator John Edwards skipped the dreary Kerry-as-forget-a-policy-gonna-push and out straight to the Second Coming. "We will map juvenile diabetes, hemorrhoids, Alzheimer's and other debilitating diseases..." When John Kerry is president, people like Christopher Hitchens going to get up out of their wheelchairs and walk again. "Mr. Reeve had died the previous weekend, but he wouldn't have had Kerry and Edwards been in the White House. And his lips no new outwards. The healing balm of the Massachusetts Manish will bring the crippled and smashes to their feet, which is more than Kerry's speeches ever do for the beleaguered. As the number remarks, "If one wanted to ease the lame, one could reasonably start with John Edwards."

"What Coulter argument can't be irrationally the Left's invocation of infallibility based on personal experience?" wonders Miss Coulter of Cleland, Sheehan, the Jersey Girls and Co. "If these Democratic human shields have a point worth making, how about allowing it to be made by someone well allowed to respond?"

New York's point worth making: As it is, thanks to Coulter's grail, like "Now that this should be considered that it's better to bury and appear in *Playboy*," even chips on the right are doing the move in narrow shade and saying that they are in making the same basic argument as Ann and it's such a shame that he had to go so far with her dog days because that's the discredited the entire argument, etc.

The trouble with this line is that hardly anyone was objecting to the professional widow routine pay Coulter. Well, that's not strictly true. Years truly objecting. After the Zacarias Moussawi trial, I wrote:

"The first reaction of the news shows to

the media was to back some relative of the 9/11 families and ask whether they were satisfied with the result, as if the prosecution of the war on terror is some kind of national security Mega's Law in which they have available prosecutorial rights. Sorry, but I don't see what's special that Lindsey Lohan. The thousands who died were not arrested or individuals who were killed because they were American, but because somebody in a court for every deed to murder Mr. Smith. It's not about 'blame' for the nation."

But nobody paid the slightest heed to this line. For all the impact my column had, I might as well have done house calls. Then Coulter comes in and puts it up with the *Playboy* spread gals, and suddenly the Jersey Girls only start to do the super-stunt stuff pulled-in response. So now paragraphs in Ann Coulter's book have succeeded in replacing them. Indeed, they may well be effective Democratic badasses, but I think *TV* shows will have a harder time pushing them off as non-partisan representatives of the 9/11 dead.

So, on balance, hooray for Miss Coulter. If I were to go all sacrosanctous and pious, I might add that, in rendering their "human shield" strategy more problematic, she may be doing Democrats a favor. There's no evidence the American people fall for this shirk. In 2003, the party's top Senate candidate lost on biography—Max Cleland, a triple amputee (the view of a disabled person), as did Walter Mondale (the old Sen proved less service after Paul Wellstone died in airplane crash). All lost. Using "messengers whom we're not allowed to reply to" doesn't



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4 <b>BLUE SHOES AND HAPPINESS</b> by Alexander McCall Smith	410
5 <b>SPID</b> by Douglas Coupland	115
6 <b>PICK UP THE PHONE</b> by Peter Robinson	313
7 <b>THE OTHER SIDE OF YOU</b> by Sally Vickers	110
8 <b>THE FIRST BY</b> by John Grisham	15
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10 <b>THEFT</b> by Peter Carey	1015

#### Non-fiction

1 <b>DISPATCHES FROM THE EDGE</b> by Anderson Cooper	410
2 <b>HAWLEY</b> by John Grisham	110
3 <b>THE NAUTY BITS</b> by Anthony Bourdain	110
4 <b>STUNNING AND HAPPINESS</b> by Daniel Gilbert	15
5 <b>MY LIFE IN PLUMAGE</b> by Julia Clark	1015
6 <b>THE WEAVER MAKERS</b> by Tom Pakenham	110
7 <b>THE AUTOBIOGRAPHY</b> by Don O'Sullivan	110
8 <b>HEAT</b> by Bill Buford	110
9 <b>THE ISLAND OF SEVEN CITIES</b> by Peter Brown	110
10 <b>FRAGMENTS</b> by Steven D. Levitt and Stephen J. Dubner	110

solve the Democratic 'biggest problem' their choice: The Dems, says the author, have "become the 'Lifenews' TV network of political parties." But, except within the Democratic media-viewing corner, it's hard to popular. A political party with a constituency as probable reliance on the benevolent shield should be surprised that it's a tale of time in mourning—especially on Wednesday nights says every other November.

REBEKAH  
CHADDER GIFFORD  
ROBERT L. WOLLENBERG



**Why would U.S. sitcom stars be eating Pizza Pizza? It's called virtual product placement.**

In a province where, virtual advertising has been around for several years by Global TV to hawk Canadian brands—a virtual Prince of Wales, a virtual billboard ad for Canadian Tire—during NFL broadcasts. Now, technological advances have led to much broader applications. And Global continues to lead the pack. (ESPN may enter the game later this year, but J2 doesn't use the strategy as the main carrier, while TSN, their sports channel, uses it on a limited basis.) For a couple of years now, Global has digitally inserted consumer products into several of its hit U.S. programs—including *Will & Grace*, *The Agency*, and *The Temptation*. Most

Like traditional product placement, viral ads maintain a balance between being noticed and not slipping viewers in the face. The most overt example of the practice showed up in the closing scene of this season's *Apprentice*. During Global's *Debut* simulcast, the New York cab that whisks away the Donald's carpool each week displayed a bill for Orlino. One *Entrepreneur* Executive

Although characters have no awareness of virtual products, there is always room for post-production creativity. Last season, *Global Warming* (Culinary's *Carroll's*) fans saw several episodes of Michael Rosen's Agent here—in one scene, a hair was placed right beside her while she worked on her computer. "We can show the entire hair wrapped in the package in one scene," says McDonald. "There in the next scene, we show it broken into pieces to make it look like the person is eating it." Proof, if you needed it, that you really shouldn't believe everything you see on TV.

It was invading my privacy, taking me loudly in the third person." I not only anticipated the loss of intimacy, I wanted attention, the girl she stopped wearing the ring.

Her experience is not unique. A Sarah is a wedding therapist, and I firmly was called on last year to be the expert guest on the *Telaviv Morning America* when I finally made my emotions the focus as a bride. Negative emotions during of engagement may seem counter-

One is a wealthy 44-year-old Florida, who had lost his fortune on the land and Mike Smith did his photo. *Man Smith says he loved him but he felt betrayed. They six months after they met and was scheduled for three months. It was not much too far out. In the end, Mike Smith says the day decide to call off the w*

In total, Mike Smith has confidence. She believes in progress and self acceptance and discovery

Most brides advise that it's not a risk to throw particular brides to be in a serious need to stop wedding details, the co-chair-like friends at a new table.

And for those seriously the ring on the wedding, *More-Than-Rachel* is Sister's book *There Goes the Girl*, which is women share tales of big day blow-ups include what the ring, how to get money by brides, sending back gifts, and raised voices on eBay.

**Your ring's making you miserable, your dad's gone all weird...Are you making a mistake?**

It was during my privacy, talking about my feelings, that I realized I was not as lonely in the third person." Wilcox had not anticipated the loss of privacy, the unwanted attention, the guilt she eventually stopped wearing the ring.

Her experience is not unique. Allison M. Sench is a wedding therapist, who more famously was called on last year to appear as the expert guest on the *Today* show's Good Morning America when Jennifer Wilbanks made revelations about her life as the runaway bride. Negative emotions during the period of engagement may seem counterintuitive

One is wealthy 44-year-old man from Florida, who had met his fiancée on the Internet. He and Moe Smith did three-session premarital phone. Moe Smith says he loved the woman but that he felt pushed. They were engaged six months after they met and the wedding was scheduled for three months after his proposal. It was too much too fast—he wanted out. In the end, Moe Smith says, he helped the guy decide to call off the wedding.

In total, Moe Smith has counseled 30 officiants. She believes engagement is a time of self-exploration and discovery. Finding out

And for those seriously thinking of leaving at the wedding, *Miss-Grinch* suggests: *Barbra's Sister's Book There Goes the Bride*, which lists women about tales of calling off the big dog. How-to's include what to do should the a.m., how to get money back from vendors, sending back gifts, and selling bridesmaid dresses on eBay. ■

The '50s bad-girl singer who went on to play Calaveras in the 1960s on TV's *Gunsmoke* recently reported to a doctor completing a celiac tunnel syndrome. Tests revealed tests revealed colon cancer. Now, fresh out of surgery, the 70-year-old K&J has proved she's still tenacious: falling by singing at New York's Café Carlyle for an entire night. "It makes me feel grateful that I'm still needed," K&J says. "Anyway, what would I live for?"

Also, there'll be no line of adorable boy-T-shirts with #66 printed on them, nor pants with a hole for your child's bed, according to the *Star* home page's recent correction. "The June 2 Tulsa World Sports page incorrectly associated GoKidds with the film, *The Dream*. This story is in no way involved with or connected to the recently released motion picture. GoKidds has not developed, nor is it planning to sell any product related to the movie."

## MARGARET "PEGGY" TAYLOR

1920-2006

## A temptress and spy, 'almost like the black widow,' she seduced secrets from Nazis in France

**M**argaret "Peggy" Martha Gertrude Taylor was born on Dec. 5, 1920, in the French village of Salles, near Bordeaux. Her father, Herbert Taylor, was an English businessman who owned mines of borax, and a cotton gin that produced fibre for shirts for local artisans. His married Anne Marie Le Caq, a Scottish woman, and they had an other daughter and two sons after Peggy. The family lived well in a grand house with Anne Marie's mother, a heavy old woman with a bull heart who would discipline her grandchildren at the dining table with her cane.

During her adolescence, Peggy attended a convent. When the second World War began, Herbert, who had gone to work in Yorkshire for the British forestry company, sent for his family. Anne Marie couldn't abandon her mother, who was too ill and overworked to escape. So the girl Peggy and her siblings stayed in France and put themselves in the last fishing boat to England. "I said, 'Yes, yes, Mommy. See you in London!'" Peggy told Maclean in 1999. They arrived at the Palenburgh port five days later, tired and hungry, and slept in an Anglican church using Peggy's pants as a pillow before Herbert came for them. Months passed, and then, the Swiss Red Cross aided with the worst possible news: Anne Marie was in a concentration camp on the German border.

Driven to save their mother, Peggy enlisted in the Free French forces with her sister in 1943, and forged papers for her brother William to join the war (He was a doctor, and Herbert disapproved, having fought in the First World War with Princess Patricia's Canadian Light Infantry. "He was wounded at Vimy Ridge.") Peggy tried to become a paratrooper and spy, a position she was perfect for given her knowledge of French language, culture and countryside. Her first, she was beautiful, all legs and red lipstick. "She was a temptress, almost like a black widow, luring people back to her that after a night on the town, in the morning, taking care of business," recall her nephews Christopher and Frederick Taylor.

Burners, of course, involved seducing aristocratic Nazi men for battle information, which she relayed to the French underground, and then doing away with them—either with a cold blooded shot, or once, with the revolver she carried in her purse. "I shot the first Gozapo colonel I met," Peggy told Maclean. "He was

surprised to see me, and BANG! I shot him." She took the enemy dancing at French nightclubs with plans to shoot them "between the legs" if they're coming suspicious. Once, Peggy posed as a prostitute and rode a bicycle past Nazis along the Normandy coast, blowing kisses, oversteering, and causing trouble. "The information she gathered is believed to have influenced the D-Day plan," says Ed Barlow, sergeant-at-arms of the Royal Canadian Legion's branch 285. Peggy performed some 22 parachute jumps into occupied France, looking for secrets, money and secret documents. She jumped wearing a skirt and with her high heels tied on a string around her neck. "She always thought women used to look like her and could do whatever they want," says Marlene Collins, her caregiver.

For her military adventures, Peggy was awarded numerous honours, including the Cross de Guerre for heroism and the French Resistance medal twice. But she suffered much from the war. She endured chronic pain after breaking her back during a crash. (The story goes that she and spies had been drinking and looking around during a fight and lost control of the plane.) And though she was reunited with her mother in 1944, she agonized over the wartime Anne Marie experienced at the concentration camp. Peggy never found long-lasting love, having been engaged five times during the war.

After the war, she sought a "quiet, and distinguished life," say her nephews. She emigrated to Ottawa in 1955 to be close to her brother Arthur, and became a photographer for the federal government. Briefly, she lived in Toronto and worked at the Canadian Mortgage and Housing Corporation. Her own career was always small, black spaces cluttered with military magazines, books, photos and papers. She smoked cigarettes, drank vodka, and ate chocolate with unabashed pleasure. In the mid-1980s, she entered a veterans' nursing home in Ottawa, before eventually being transferred by her nephews to a Calgary centre.

Ivory Thunder, after applying red lipstick and Chanel No. 5 perfume, Peggy danced during the "gay and whorls" afternoon social. On Thursday June 8, 2006, Peggy Taylor, 85, died in her bedroom, surrounded by her collection of antique photos, books, papers and medals.

BY CATHY ORLIK



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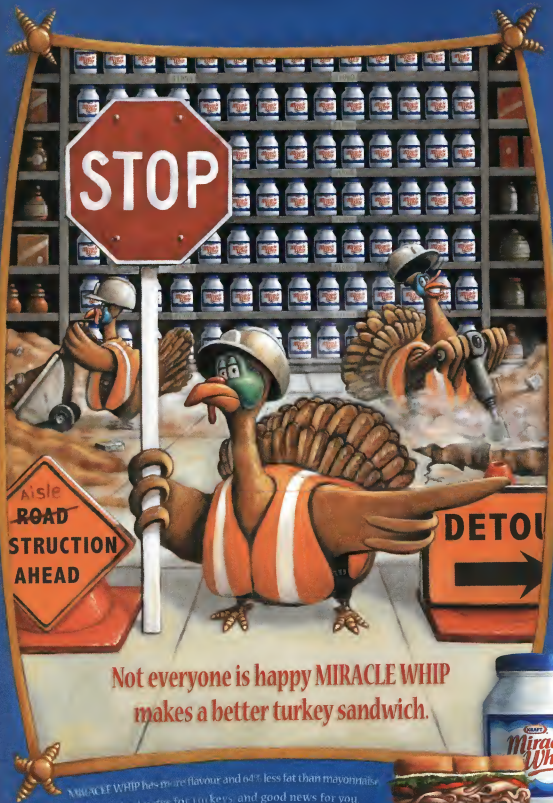
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